The Garage and Motor Agent

March 31, 1951

Trade Talk: 100% PETROL STATIONS

The Garage & Motor Agent

Vol. 74 (26)—No. 1950

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WEEKLY: PRICE 1/6

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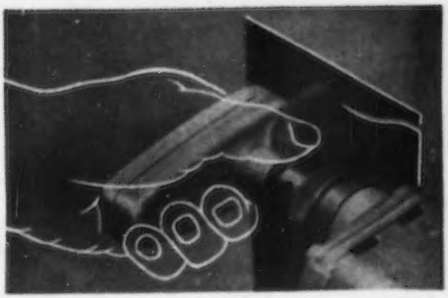

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E 85 R	C 98 F	E 113 FR	A 134/10 R
F 85 R	AA 98 F	E 115/10 F	E 134/10 R
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AA 86 R	E 102 R	LR 116 F	E 139/10 F
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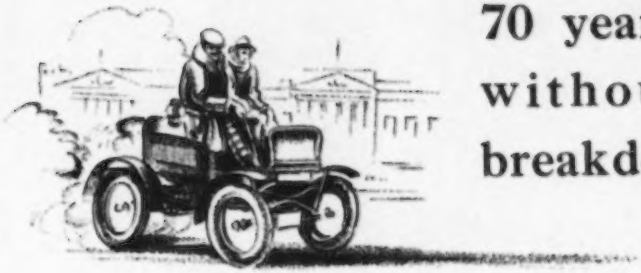

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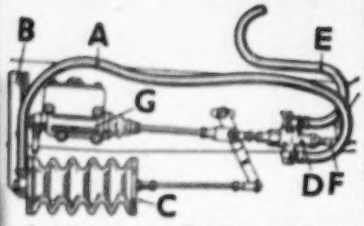

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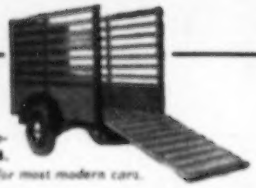

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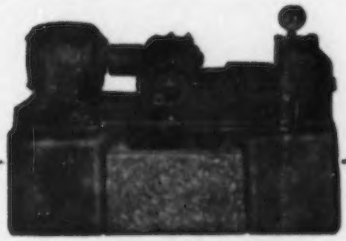

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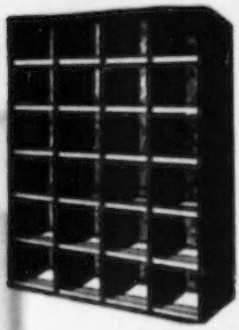

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The Garage & Motor Agent

Vol. 74 (26)—No. 1950

March 31st, 1951

THE INDEPENDENT AND PRACTICAL TRADE PAPER

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TERSE-TALKS ON TRADE TOPICS: 1461st

100% Petrol Stations

SO the wheel has made yet another complete revolution, and has come to rest, temporarily, at the "100 per cent. petrol stations" question. On the previous occasion on which a turn of the wheel was noted here, the subject was "Exclusive buying rebates." At another time it was "100 per cent. car agencies."

Yes, the motor trade has been through it all before. But, alas, some members of it seem to have learned little in the process. Once again the questions are being asked, "Would you advise me to go one hundred per cent.?" and "Why doesn't the Motor Agents' Association give a lead as to the course that should be adopted?"

The answer is that no matter what anybody says, some petrol retailers will adopt the "one brand" principle (indeed, many have done so already); others will not, according to the way they feel about it. And that is as it should be. Everyone should be free to decide the issue for himself. If he cannot make up his mind, he ought not to be in business.

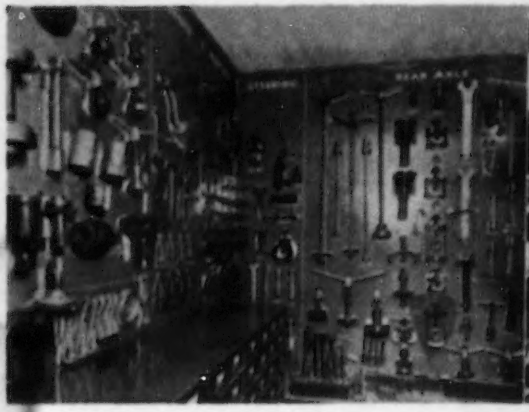
And in making up his mind, every retailer will naturally ask himself, "If I accept this company's offer to repaint my premises, and so on, in return for exclusive or near-exclusive representation, are there likely to be any drawbacks?" If so, they should be put down on paper and carefully assessed in relation to the cash value of the decorations and what-have-you.

He might also ask, "If it becomes the general practice for garagists to have their premises refurbished free of charge, will the Fuel Minister take that into consideration when deciding whether or not to grant a larger petrol profit margin —or, maybe, to cut it down?"

As to the reason for this outbreak of hundredpercentitis, it was started because competition is becoming keener between the petrol companies. That also is as it should be. But what of the ultimate result in this case? Competition that involves the giving of "free" service or other inducements to buy often ends in stalemate among the firms who survive.

Editor

WHAT DO *YOU* THINK ABOUT IT?



Picture on the left shows the special tool board in the stores of Sennocke Engineering Co. On the right is a view along one of the "avenues" of the stores, showing how immaculate this department is.

Making a Speciality of

Kent Ford main dealers use "disc" of good stores

Expensive but essential

AMONG the most expensive items of equipment in the modern garage are the special tools designed in conjunction with car manufacturers by the various tool firms. But expensive or not, these tools are indispensable for speedy and efficient service, particularly on the newer cars.

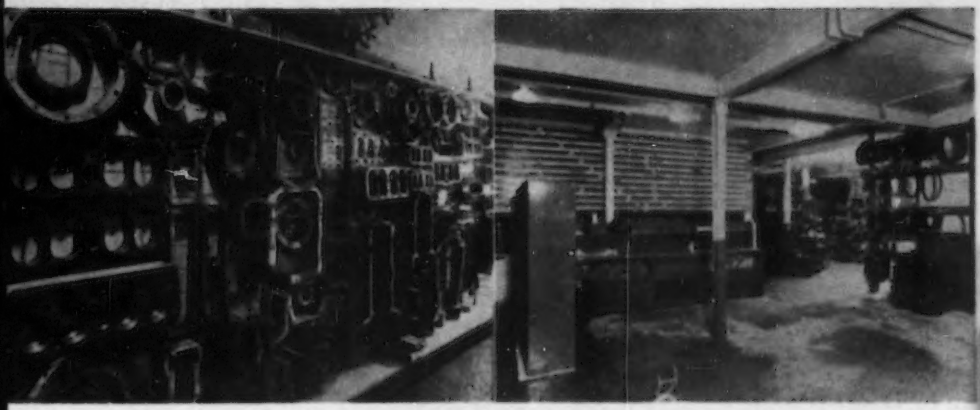
Quite obviously, when such costly pieces of equipment are used there must be some means of control — a check on their whereabouts and on seeing that they are returned at the end of each day.

There are several ways of doing this, but probably the most simple and yet at the same time the most efficient, is by issuing numbered discs to mechanics qualified to use the special tools, a disc being hung in the place of any tool handed over.

This system has been in operation at some garages for many years, and a good example of its success is to be found in Kent, at Stormont Engineering Co., Ltd., of Tunbridge Wells, and Sennocke Engineering Co., Ltd., of Sevenoaks, associated firms who are Ford main dealers.

Some garagists might query the cost of running this form of tool control. They might well boggle at

Stormont Engineering Co.'s stores counter.



Gasket storage is made easy by the board on the left, while, on the right, the other side has channels for brake, speedometer and other cables. Stormont Engineering give the same attention to giving "everything its place."

Special-Tool Control

system and are a first-class example organisation

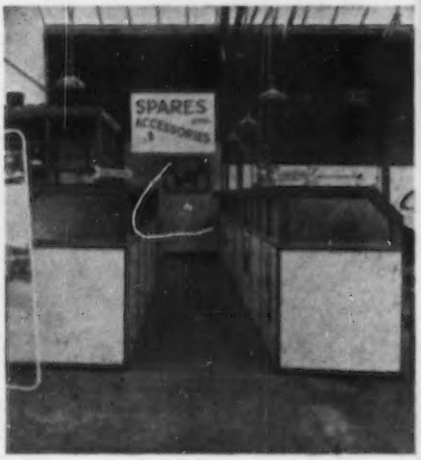
the idea if they have to pay an additional man for such unproductive work, but Stormont and Sennocke have found this no problem.

At the former, where the premises are scattered in several buildings, the special tool store is on its own, and handy for the main workshops. The man in charge of it does such odd jobs as mending punctures, so he is usually gainfully employed.

At the Sennocke establishment things are different. There is one building, a modern and compact garage built just before the war. The well-planned stores are underground, and the tool-control department is housed there and is operated by the stores staff.

Chairman and Managing Director John Cleland says the system works well in each case. The important thing is that the mechanic whose disc is on the hook knows he is responsible for the tool, and that it is up to him to see that it is returned. If he lends it to someone else he is still responsible, and will chase whoever it is to get the tool back.

Discs are not issued to apprentices and others not qualified to use special



Entrance to Sennocke's underground stores, shielded from workbenches by glass screening.

tools, as they are not entitled to draw them. The works manager, foreman, and so on, do not have discs, and when they want a special tool, their name and the reference number of the tool is entered in a book.

A worthwhile "extra" is a list of the tools and their reference numbers posted on the wall beside the tool-store counter. This enables a mechanic to check the proper name of the tool he wants and then ask for the number.

The tools at both Stormont and Sennocke are on wall boards which the firms made up themselves. Each tool has a silhouette in its place on the board so that at a glance it can be seen not only whether any tool is missing, but also just which tool it is.

The boards are in sections — rear axle, gearbox, engine, and so on. And each tool has its reference number marked beside it.

Model stores

Both Stormont Engineering Co. and Sennocke Engineering Co. have what might be called model stores. Every ingenuity has been used to save space by making racks, pegs and bins for storing every part, particular attention being given to racks for such awkward things as propeller shafts, exhaust pipes, new and reconditioned radiators, and springs.

A feature is the gasket boards, with pegs, on the template principle, to carry each type and size of gasket.

The Sennocke board is 21ft. long and 8ft. high, and on the reverse side are channels for holding cables.

In the Stormont stores, £30,000 worth of stock is carried — including tractor and implement parts, the firm being large-scale agricultural engineers and Fordson main dealers, Massey-Harris distributors, and Ransome agents. Two people are employed full-time on stock control.

Corner site

Total area covered by the Tunbridge Wells premises is 40,034 sq. ft., 13,708 sq. ft. being workshops, 7,735 sq. ft. stores and 6,216 sq. ft. showrooms.

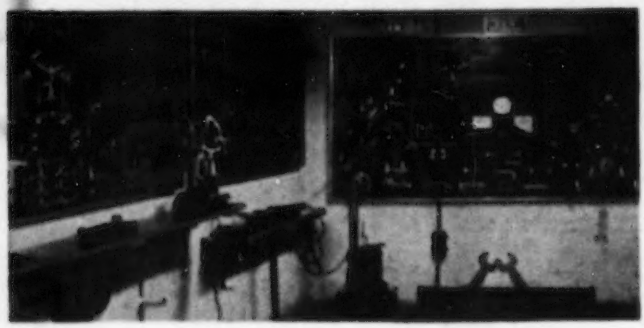
Although scattered about several buildings, this business, which began in 1927, occupies an excellent corner site. Construction and development work is steadily progressing towards making it into a compact unit.

In contrast is the Sennocke undertaking, which began in a new building in 1938. Here, the 27,253 sq. ft. comprise 11,961 sq. ft. workshops, 4,000 sq. ft. stores, and 2,358 sq. ft. showrooms.

The expression, "You can eat off the floor" is one that has been used so often and about so many things that it is by now pretty well worn out. But there is, nevertheless, no better or more fitting way of describing the tidiness of Sennocke's stores.

Bertram Thomas Tiltrack bins are used, and stock carried has a value of around £20,000.

All these fine things add up to fine service; but that would not be possible without an enthusiastic staff. However, that is just another of Mr. Cleland's assets: he has a first-class team headed by R. J. Parker and C. S. T. Krenkle, General Managers at Stormont and Sennocke respectively.



The special - tool boards at Stormont Engineering Co.'s premises.

Consistent successes
and Consistent
Advertising keep
Dunlop Tyres
Remember?
1st LE MANS 24 HOUR RACE
1st ALBI GRAND PRIX
1st JOHORE GRAND PRIX
– in 1950
– and FIRST in the future
DUNLOP
THE WORLD'S MASTER TYRE
1st
DUNLOP

IH/513

The Value of Personal

Attention to and advice on factors customer trust, says

Once again the "Goodyear News" has come to the fore with a valuable article to help tyre dealers and garagists generally to provide a useful tyre-saving service. Following is the article, which appeared under the title "The Importance of Personal Service."

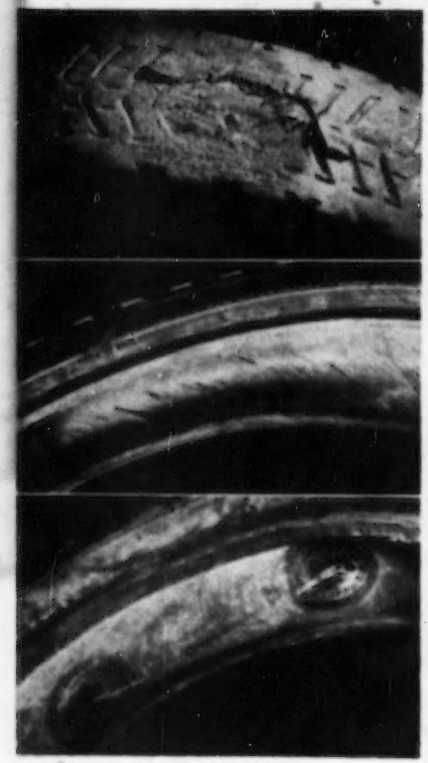
Most important item

IN the marketing policy of the progressive tyre dealer of to-day there can be no more important item than service — the personal service that he can render to each one of his customers, however large or however small the account may be. There is no finer method of gaining complete user satisfaction and trust, and there is no better way of ensuring increasing business goodwill.

More mileage as a result of freedom from petrol rationing, coupled with dearer tyres, the motorists' enemies of wear and tear will inevitably become more and more noticeable, especially with regard to cars that have been continuously in service for more than 10, 15 and sometimes 20 years.

Naturally, it is impossible indefinitely to arrest old age, but decay and senility can be held back for a long time by the motorist who listens to and acts upon the advice given by the man who knows what he is talking about—the expert has never been needed more than he is to-day.

From the tyre supplier's point of view, of course, the first subject is care of his customers' tyres, and to ensure that the best tyre is always fitted with the certain knowledge that long, trouble-free mileage will result.



Make dangers known

Service, freely and expertly given both before and after the sale, is the main keystone of the successful tyre business. Make sure, for instance, that your users know the dangers of improper mounting, which may easily cause premature failure.

Tell them how the tube can be chafed, pinched or creased, or that the valve can be pinched out, when badly fitted; that mismounted flaps or foreign material dropped in the casing can damage the tube or tyre fabric; show them how improper seating of the beads will cause the tube to stretch unevenly, creating a series of

Top picture.—One severe brake application can start a "flat spot" which will wear down into the plies. Warn against unnecessary "brake-grabbing."

Centre.—Running a tyre extremely soft for a considerable distance, or completely flat for a short distance, may cause damage such as this. Warn against danger to tyre life resulting from under-inflation—such damage is not repairable.

Bottom.—Foreign objects occasionally find their way between the tube and the cover during fitment — in this example, a tyre lever. This type of damage underlines the need for every precaution during mounting.

Service for Tyres

leading to wear create increased

"Goodyear News"

buckles, and make sure that your customers appreciate why the most satisfactory results can only be obtained when their tyres are mounted by a properly qualified tyre expert.

Remind your customers, too, that rims must be examined periodically, for a rim that may be damaged, bent or rusted, can cause severe damage to the bead area by chafing and cutting.

Many motorists do not appreciate to the full the great importance of maintaining correct tyre inflations. Make sure that all your customers realise the important fact that if they maintain correct tyre inflations at all times they will gain many miles of useful service.

Watching pressures

When your users know the facts they will realise why the maintenance of proper inflation pressures is essential to the well-being of their tyres.

Every vehicle rides on air, and whilst good tubes can and will save tyres, nevertheless every tyre loses two to three pounds pressure per week under average driving conditions. That is why pressures should be checked regularly each week.

When discussing overinflation with your customers, impress upon them (particularly if there is an example on vehicles in for fitment or repair), that an overinflated tyre brings only the centre of the tread into contact with the road, and that because wear is concentrated in this manner, often thousands of normal tyre miles can be lost; that tyres will ride "hard," and that the danger of break in the cord and fabric of the tyre is increased.

Many users have a tendency to ride their cars with tyres underinflated and "soft" in order to gain added riding comfort. Point out to them that by careful selection of the right type of tyre complete riding comfort can be gained without resorting to such a wasteful method, and that underinflated tyres lose much valuable mileage; that when the sides bulge, as they must in these circumstances, excessive flexing and internal heat is caused, and that breakdown of the cords may result.

Top.—This example is a case of bead failure on an almost new cover, brought about by the use of a damaged wheel. Root causes of this are distorted wheels or accumulations of dirt, rust, etc., or, in the case of giant tyres, such injury could be caused by distorted or incorrectly fitted flanges.

Bottom.—This type of scoopy wear can be caused in many ways—wobbly wheels, excessive camber or caster, faulty bearings or brakedrums, brakes or springs or other mechanical difficulties. Watch for this with a view to immediate correction.

At the same time, rubber on the outside of the tread and shoulders will be prematurely worn off, and the walls of the tyre seriously weakened.

Too many users are ill-informed about the products they buy; when it comes to tyres, your advice is the advice of the expert, backed by personal service. Whatever their queries, they come to you for the answers.

Whenever you see a case of overloading—and in these days this feature is often frequent—it is good service to warn your customer that this practice causes faster wear because the load per square inch of contact area is increased, and that it may also bring about a premature tyre failure through burst. Under excessive load, a tyre has a far greater degree of flex than it has under normal conditions.

Few motorists realise that their average speed of driving affects the life of their tyres, and that tyre mileages can be increased by as much as 50 per cent. by re-

ducing (as an example) an average speed of 50 m.p.h. to 35 m.p.h. High speed increases the rate of tread wear, causes wheel slippage, sway and increased friction between tyres and the road.

At high speeds, tyres leave the road when dips or uneven surfaces are encountered, and the wheels spin. They are still spinning when they strike the road again, and this abrasive action is like putting a grindstone to the tread—it scrapes off precious tread rubber.

Get your fast-driving customers to realise why their tyres wear more rapidly, and if they want to conserve their tyres (as most sensible people do), a normal cruising speed will save rubber and extend tyre life.

While on the subject of driving speeds, remember the fact that driving around a curve at even 35 m.p.h. can develop a centrifugal force equal to twice the normal load carried by the tyres. Scraping and skidding grind off tread rubber, and extreme sidewall stretch, added to twice the normal load carried by the tyres, induces the danger of bursts, weakens the sidewall fabric, causes ply separation and premature tyre failure.

Stopping and starting

Here your advice should be simple—slow down on the curves if possible danger and certain lost tyre mileage is to be avoided.

One of the most frequent habits of the modern motorist is quick starting and stopping, a habit against which the tyre supplier must warn his users when he sees the effects on their covers. Normal acceleration and gradual stops will conserve tyres; quick starts and sudden braking wear off tread rubber in double-quick time.

There are many other service hints your users will appreciate thoroughly when they realise that those hints, from a tyre expert, save their money.

Tyre rotation will, in many cases, increase tyre mileage by as much as 25 per cent.; there are many cases, every day, of uneven front tyre wear. An expert tyre service man can detect this condition early enough to prevent much lost mileage if his customers allow him to make regular, frequent inspections; heel and toe wear, too, is yet another example where regular inspection will lead to early correction.

Expanding goodwill

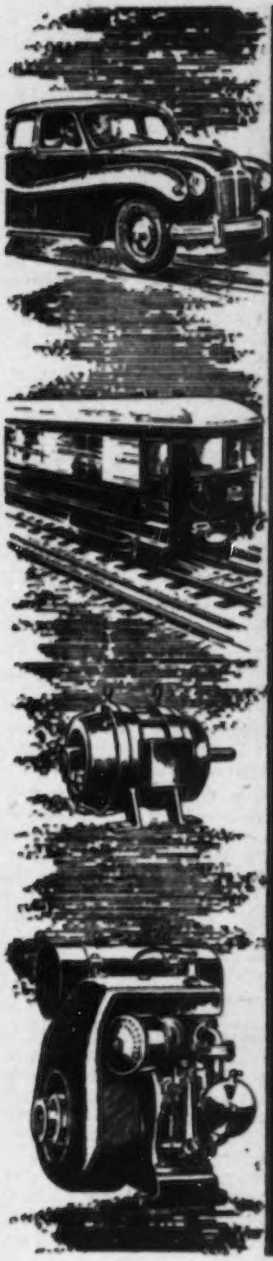
All the foregoing is good advice to the road user; it is the kind of advice that every intelligent, progressive tyre supplier will give his users as part of a keen, personal service in which the customers' interests are seen in their true perspective.

It is the customers' interests that are of paramount importance—and when those interests are efficiently looked after and consistent results are shown because of the right advice given at the right time, the tyre supplier is doing a fine job and expanding his own field of goodwill. Increasing and expanding business will inevitably result.

Every road user relies upon his tyre supplier to sell him the right tyre, and for quick and efficient maintenance and repair. Your first-class personal service means much to the thinking user who needs to cut his tyre costs and who wants to get maximum mileage.

:: :: **Gravesend Lecture-Meeting.** — The eighth and last lecture in the second series held at the Technical Institute, Gravesend, for members of the motor vehicle repairing trade, attracted a good attendance of members of the industry from Kent and Essex. The talk was on "Perkins Oil Engines," by S. Johnson, of F. Perkins, Ltd.

BRINGING HOME THE PARTS. — Wadham Bros., Ltd., Southampton, have a van which collects replacement parts and so on every week from Cowley and the Midlands, delivering to depots at Chichester, Southsea, Southampton, Waterlooville, Winchester and Petersfield. Here the van is seen being unloaded, while beside it is a new 10 cwt. Cowley van for local deliveries.



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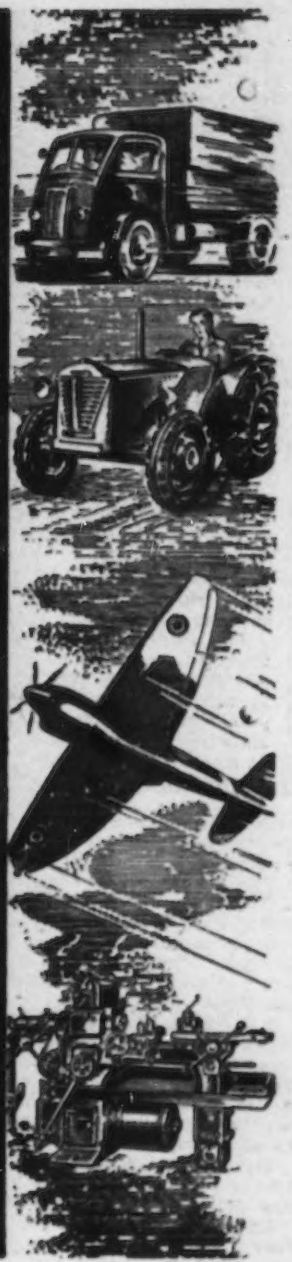


Simon's V69

FORD - FERGUSON CASE OPENS

£120,000,000 action which may take years

New York hearing

THE suit brought by Harry Ferguson, the Ulster-born British tractor manufacturer, against Henry Ford II, president of the Ford Motor Co., opened in New York on Easter Monday.

Background of the case is that Mr. Ferguson invented a hydraulic system of attaching farm implements to tractors. He claims that after he showed his invention to the late Henry Ford in 1939, the two men made an agreement for Ford to make the tractors and sell them to Harry Ferguson, Inc.

The two companies ended their relations in 1946, but, it is claimed, before that time, Henry Ford II, the Ford company and a number of subsidiaries and associates had infringed Ferguson tractor patents and tried to destroy the Ferguson business in the United States.

In his suit, Mr. Ferguson alleges that the defendants formed a conspiracy to copy his tractors and take over the inventions, to force implement manufacturers to cease dealing with the Ferguson company and to take over the dealer organisation built up by that company.

The original claim was for £62,750,000, but as a result of the devaluation of sterling, the equivalent jumped to £89,000,000.

But, say Mr. Ferguson's lawyers, the figure has had to be revised on the basis of estimated royalties over the period it has taken to bring the case to court. It now stands at 342,000,000 dollars (about £122,140,000).

With so many dollars at stake, literally millions more dollars are being spent in legal charges. Seventy lawyers are concerned in the case, which is expected to last for six months, five days a week.

After that, whatever the decision, an appeal is likely from one side or the other, and the case could drag on for years.

Counsel for Harry Ferguson, Inc., opened the company's case by charging that the defendants waged a "five-headed campaign" to steal Mr. Ferguson's tractor business. He charged that:—

"1.—The defendants deliberately copied the Ferguson system tractor and implements, unlawfully seized these inventions and ideas;

"2.—Destroyed the Ferguson source of supply and implements;

"3.—Did take over its distribution and dealer organisations throughout the United States;

"4.—Did exclude Ferguson from the market by distributors and dealers not handling it; and

"5.—The defendants did defeat and frustrate attempts to arrange for the manufacture of the Ferguson tractor on its own."

On the following day counsel for the Ford Motor Co. accused Mr. Ferguson of deliberately breaking his informal agreement with Ford's so as to manufacture tractors for selfish reasons. Mr. Ferguson's claim that the disputed tractor was his invention alone was "an extravagant claim that cannot be substantiated."

The case continues.

"The G. and M.A."

Used - Car Market Report

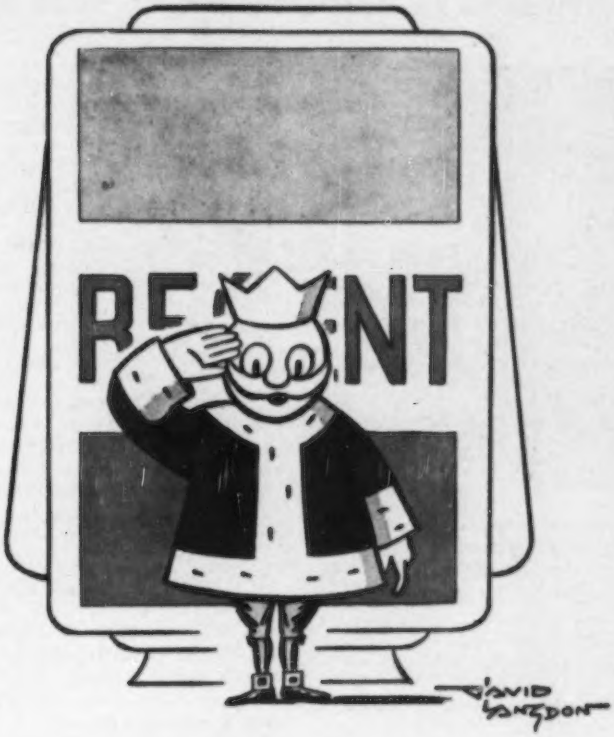
SEE next week's issue for our regular fortnightly market report on used-car sellers' prices.

This service to readers consists of a digest of prices quoted in trade and private advertisements of used-cars for sale appearing in current issues of public motoring journals and representative national and provincial newspapers.

WEAVER EQUIPMENT SHOW

A display of Weaver garage equipment is being held by Thomson and Brown Brothers, Ltd., at their branch at South Henry Street, Carlisle, from May 7th-11th inclusive.

Technical representatives will be present to demonstrate all the units shown, which will include the steam cleaner, wheel balancer, hydraulic jacks and other items in the Weaver range, as well as information about the new Weaver twin post lift.



"I'm REGENT—
you'll be seeing a lot of me..."

Oil in Bottles Provides

Some points for consideration by the garagist who is forecourt conscious

A selection of bottle racks on a garage forecourt. On the extreme right is the new Milgar 20-bottle rack.

Avoids use of measure

SERVING oil direct from the container—bottles or small metal or composite packages—has at least two advantages: the customer can see what he is getting; the system is cleaner in that a measure is not needed.

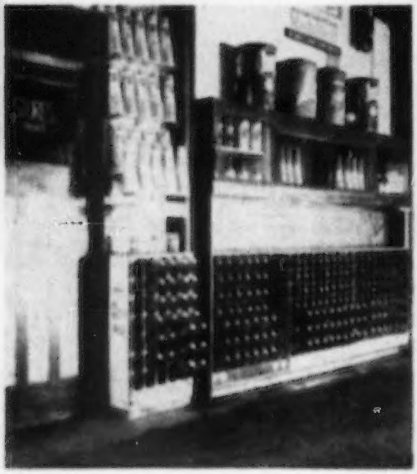
The latter as a serving vessel has not much to commend it. It is difficult to ensure that it is always free from dirt, as there is no guarantee that the attendant will always return it to its covered place. Even if he does, a high wind can soon blow any amount of dust and grit into it while the oil is being drawn, when it is being carried to the car, or while it is being served.

Then, of course, it takes a very steady hand to ensure there will be no spillage.

Most oil companies have been supplying in small metal or composite containers holding a pint or quart, but as "The G. and M.A." reported recently, the shortage of materials is making the future of this practice quite uncertain.

If the situation worsens, garages may be forced to turn to more and more bulk delivery—or to 5-gallon drums, if they are still available. This will mean, if they want to avoid using the measure, more attention to bottling from bulk.

But a bottle system is easy and



Racks standing just inside the garage take up little room and provide quick service.

Clean and Speedy Service

cheap to install, and will provide a variety of grades in a small space. It is also equally suitable for either large or small garages.

With special racks on the forecourt, it is a very quick service, with no waiting for the oil measure or fountain. Several attendants at once can be serving, and the more time saved on the forecourt the more customers can be served.

To the garagist this method gives a perfect check on all oil sales throughout the garage.

To bottle-off a 5-gallon drum would mean the use of approximately 12 quart bottles and 16 pint bottles, and to cover ten different grades of oil about 280 bottles or two gross and a few extra to cover additional stock purposes would be needed.

The 5-gallon drum is checked out of stores and bottled. This gives the required number of pint and quart bottles. A record of this number is made in a stock book. A certain number is issued to any particular department as a stock, and as replacements are made each day, they are recorded and deducted from the stock book.

These records must tally with the sales or repair job cards. Thereby a perfect record is kept of all oils sold or booked.

No spilling

The customer will receive quick service, as the oil is already drawn in the container, and he does not have to wait while a measure is filled.

There is also the external cleanliness. Bottles are clean to handle on the outside, and there is not the slopping and spilling of oil, as with a measure, while the attendant's hands stay reasonably clean.

Another feature is that from bottles the oils can be dispensed to and from any part of the garage. Three or four cars can be supplied with the same grade of oil at the same time instead of having to wait their turn.

A battery of storage racks in the garage oil stores.

The illustration here gives a very good idea of how small spaces on the wall can carry a large stock of bottles. Also the wheeled type of rack as illustrated makes the system very mobile, with the oil kept in a convenient position for quick service.

The racks illustrated are made by Milgar Racks, 125, Rugby Road, Leamington Spa, and have sloping compartments where each bottle is separately protected by a wood block, providing a safe storage.

Unlike cans, bottles break easily, and need handling almost with reverence. Such racks reduce bottle breakage to a minimum.

Scholar President for M.A.A.

A. B. Hall, of Weybridge, elected

THE NEW PRESIDENT

Trained as a teacher

ONCE a schoolmaster, now Chairman and Managing Director of Ford main dealers, Moore's Weybridge, Ltd., 62-year-old ARTHUR BALLANTYNE HALL is the new President of the Motor Agents' Association.

His election at the annual meeting of the Association on Thursday was a just reward for untiring service in the interests of the retail trade, despite the misfortune of ill-health.

Born and educated at Windsor, Mr. Hall won a choral scholarship to St. Mark's College, Windsor, where he trained for a scholastic profession, becoming assistant master of Hove College Preparatory School in 1907.

But, man of enterprise and adventure that he was, the beckoning finger of the world of business held the strongest appeal, and in 1912 Arthur Hall gave up schoolmastering to enter the motor trade—with W. Wade, of Worthing, on the administrative side of the business.

In 1915 he joined Henry Moore, of Brighton, on the sales side of this business, dealing with the Model T Ford.

When in 1916 Henry Moore opened a branch depot at Weybridge, Arthur Hall was the man chosen for the job. This he made into a separate company in 1917, giving it the name Moore's Weybridge, Ltd., and becoming Director and General Manager. He became Managing Director in 1935 and Chairman in 1937.

National recognition in the M.A.A. came

"Let Thought be Our Guide"

WHAT sort of man is the new President? . . . How does he think? . . . What does he say?

An answer to these questions is to be found in Mr. Hall's Presidential address, when he said: "I express the hope that in all our deliberations, reasonableness, which comes from considered thought, may be the guiding principle, and thus ensure that the best is yet to be."

He could see no easy passage ahead. In the early days of his commercial career it was *infra dig* to discuss and bring politics into business; businessmen preferred to get on with their job and leave politics for the politicians.

But to-day, with State industries being run in competition with private enterprise, the question was not one of getting into politics but of being forced there.

The pattern of industrial life was unfolding in new settings, and they had to recognise change. But the best guide to a future they did not know was the past they had proved.

They must be watchful, bearing in mind that they were an Association with over 15,000 members, all operating under the banner of free enterprise. Their membership of the Association was acknowledgment of that freedom.

Mr. Hall declared that he regarded his responsibility as President to be, first and last, to maintain the goodwill and prestige of the M.A.A., and he went on to say that it was the office that showed the man, not man the office.

He held that it was neither ambition nor ability that enabled one successfully to hold office, but rather a high sense of duty and a regard for the virtues of forebearance and kindliness.

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You sell the answer to the tough jobs when you sell an Austin. Rough loads and bad roads are no punishment to an Austin. They're what it is built to deal with . . . year after year. And you put your customers ahead in efficiency and economy.

Higher torque, better power-to-weight ratio, longer working life — these are the results of unceasing research and development at Austin's 120 acre factory at Longbridge, Birmingham, where nearly 20,000 people are employed.

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GM.

in 1941, when he joined the National Executive Committee. He also went on the Finance Committee the following year, and has served continuously on both these committees ever since.

As a member of the Joint Committee of Vehicle Manufacturers and Retailers, Mr. Hall negotiated the preliminaries, together with the then President, and the immediate Past-President, Howard Godfrey. He has been a member of this committee since its formation, and also a member of the Credentials Committee.

He has been a member of the National Joint Industrial Council of the Motor Vehicle Retail and Repairing Trade since its formation, and, as a member of the Training and Education Committee in its early days, took a prominent part in the launching of the National Craftsman's Certificate.

Mr. Hall has been a retail member of the B.M.T.A. Council since its re-formation and elected to the executive each year. He has been Chairman of the Membership Committee for several years, and is also a member of the Finance Committee.

He was for over seven years, from 1937 to 1945, Chairman of the London Ford Dealers' Association, and has been Chairman of the Weybridge Chamber of Trade. A Fellow of the Institute of the Motor Industry since 1923, Mr. Hall is also a Fellow of the Institute of Directors, and has been a member of the Institute of British Engineers since 1929.

He has one son, **Desmond B. Hall**, who served in the R.A.O.C. and reached the rank of Lieutenant-Colonel, seeing service in Normandy, Belgium and Germany on the staff of H.Q. 21st Army Group, and being mentioned in dispatches. Desmond Hall is now Director and General Manager of Moore's Weybridge, Ltd.

With his chorister background, it is not surprising that the new President has music as his chief recreation—particularly choral works. For several years he was assistant conductor of the Weybridge and Oatlands Choral Society.

He is also a great cricket enthusiast, and played regularly until the beginning of the last war. He is still a member of Oatlands Park Cricket Club and is Chairman of its committee.

His other recreational interests include reading (mainly historical works), gardening and golf.

RECENT AUCTION RESULTS

Selection of vehicles sold at the Mar. 15th and 20th Measham sales

ALLARD	
30 d/h coupe, 1948	£495
ARMSTRONG SIDDELEY	
17 saloon, 1938	£185
17 saloon, 1937	£365
AUSTIN	
7 saloon, 1938	£185
8 saloon, 1942	£325
8 saloon, 1938	£185
10 saloon, 1947	£670
10 saloon, 1942	£405
10 saloon, 1937	£325
10 saloon, 1936	£142½
10 saloon, 1934	£116
11 Dorset saloon, 1948	£800
12 saloon, 1939	£257½
12 saloon, 1936	£190
12 saloon, 1934	£115
16 A70 saloon, 1949	£1,135
16 saloon, 1937	£290
16 saloon, 1937	£325
18 saloon, 1937	£555
B.S.A.	
10 coupe, 1938	£255
10 Scout, 1937	£177½
10 Scout, 1937	£215
FORD	
8 saloon, 1938	£240
8 saloon, 1936	£192½
10 saloon, 1949	£757½
10 saloon, 1949	£740
10 saloon, 1947	£582½
10 saloon, 1946	£492½
10 saloon, 1939	£230
10 saloon, 1938	£310
10 saloon, 1937	£165
30 saloon, 1947	£965
30 saloon, 1939	£360
HILLMAN	
10 saloon, 1940	£325
10 saloon, 1939	£405
10 saloon, 1938	£360
10 saloon, 1937	£210
10 saloon, 1936	£176
10 saloon, 1935	£140
HUMBER	
24 sports saloon, 1934	£1.0
JAGUAR	
3½-litre saloon, 1949	£1,100
LANCHESTER	
14 saloon, 1937	£215
M.G.	
1½-litre, saloon, 1947	£777½
12 saloon, 1939	£397½
MORRIS	
8 saloon, 1948	£640
8 saloon, 1946	£560
8 saloon, 1945	£580
8 saloon, 1939	£415
8 saloon, 1938	£370
8 saloon, 1938	£227½
8 saloon, 1938	£250
8 saloon, 1938	£370
8 saloon, 1937	£270
8 saloon, 1937	£245
8 saloon, 1937	£237½
8 saloon, 1936	£237½
8 saloon, 1935	£140
10 saloon, 1939	£310
10 saloon, 1936	£250
12 saloon, 1939	£325
12 saloon, 1936	£195
12 saloon, 1935	£187½
14 landaulet, 1940	£140
14 saloon, 1936	£250
RILEY	
12 saloon, 1939	£600
ROVER	
12 saloon, 1938	£305
14 saloon, 1935	£260
14 saloon, 1935	£265
16 saloon, 1949	£1,480
16 saloon, 1939	£467½
16 saloon, 1938	£450
16 saloon, 1937	£415
STANDARD	
8 saloon, 1946	£455
8 d/h coupe, 1946	£480
8 saloon, 1939	£295
9 saloon, 1937	£257½
10 saloon, 1939	£322½
10 saloon, 1938	£385
12 saloon, 1945	£560
12 saloon, 1937	£300
14 saloon, 1939	£270
14 saloon, 1938	£272½
18 Vanguard sal., 1949	£960
20 saloon, 1938	£460
TRIUMPH	
12 saloon, 1937	£350
VAUXHALL	
10 saloon, 1946	£530
12 saloon, 1948	£750
14 saloon, 1948	£765
14 saloon, 1939	£455
14 saloon, 1938	£227½
14 saloon, 1936	£200
14 saloon, 1936	£160
18 Velox saloon, 1949	£955
18 Velox saloon, 1949	£945
WOLSELEY	
12 saloon, 1936	£170
14 saloon, 1937	£350
14 saloon, 1937	£282½

What Needs Most Attention?

Service enterprise at Scarborough garage reveals interesting points as a guide

Defective carburetters

A THREE - AND - A-HALF-DAYS' service was organised by W. Rowntree and Sons, Ltd., Wolseley agents, at their York Place garage, Scarborough, last week, when a number of interesting points was observed.

Service Manager **R. A. Smith**, referring to the condition of the cars examined, made these comments to our representative:—

(1) Engine wear, in its many forms and degrees, prevents 100 per cent. carburetter settings, especially when mileages reach the 50,000 mark without an engine refit or renewal.

(2) Carburetter wear and unchecked settings are sources of excessive fuel consumption and erratic running that steal on the car owner a little at a time.

A representative of S.U. Carburetters observed that **50 per cent. of the engines inspected had carburetters defective, either in detail or in the settings, but more often than not in both together.**

(3) Steering systems clear inspection very well; about 10 per cent. required replacements or adjustments.

(4) Braking systems are pretty good; again, around 10 per cent. called for renewals or resettings.

(5) **Lubrication seems to be continuing as the most neglected point; almost every vehicle examined had its quota of dry spots.**

(6) Electrical equipment is usually in good order. Some ignition details were renewed. In general, batteries were well up to service standard and the units well secured.

(7) Only a few tyres came in for criticism.

Mr. Smith is convinced that periodic inspection has proved its worth—to customers, by a greater reliability of transport; to the trade by improved turnover and increased goodwill.

Modified approach

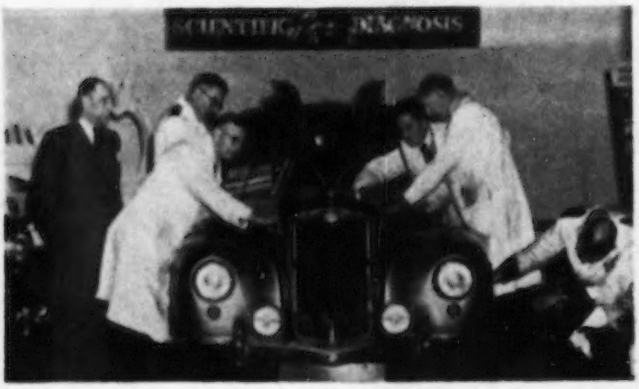
The firm's approach to their customers on technical maintenance could be modified after a careful analysis of figures made available by nearly 50 reports.

Backed by specialist staff, covering chassis, carburation and electrical equipment, a detailed inspection and report was made on 45 cars brought in by customers.

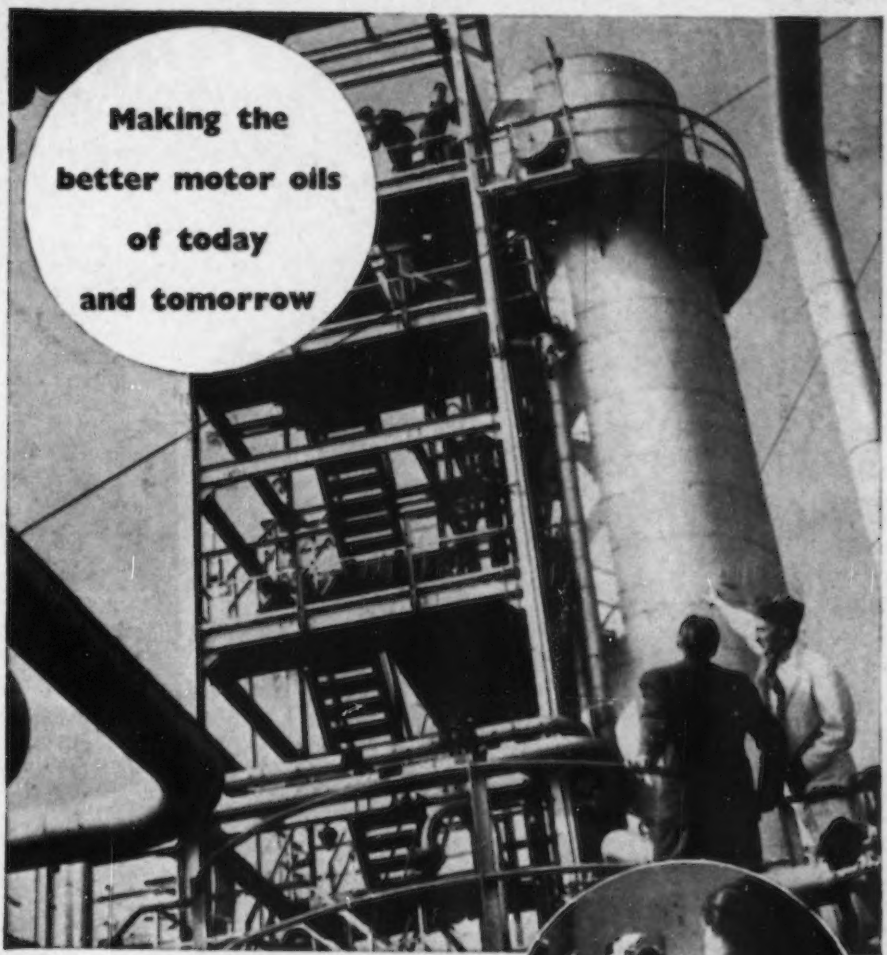
The inspection timetable was arranged to avoid any "rush" period, and to give an even spreadover of time per car.

General Manager **E. L. Appleby** said afterwards: "Beforehand, I called a meeting of my staff and explained to them the general plan for the three and a half days, based on their share of joint operation with the visiting specialist team.

"A very satisfactory amount of trade has resulted from this bit of organisation."



Busy at the Scarborough service week, left to right: Manager E. L. Appleby (W. Rowntree and Sons), J. G. Dendle (Wolseley Service), J. C. Fisher (Joseph Lucas, Ltd.), Service Manager R. A. Smith (W. Rowntree and Sons), F. J. Latimer (S.U. Carburetters) and F. H. Weaver (Wolseley Service).



INTO Shell's great Stanlow Refinery, in Cheshire, go millions of tons of crude oil yearly. Out of Stanlow—after undergoing many complicated processes—come the highly refined oils needed for your vehicles. Close to Stanlow is Thornton, Shell's Research Centre. Here 900 scientists and technicians are always experimenting. "Oil" is put through every sort of scientific and practical test —to develop the even-better motor oils of tomorrow.

SHELL LEADERSHIP IN LUBRICATION

STRICTLY ENTRE NOUS

by LFJ

Safety by study

REDUCTION of road casualties can only be brought about by an investigation of their causes. That is the fundamental, and even at this stage it may be questioned whether anything like sufficient attention is being paid to it. What has to be remembered is that we have to concern ourselves not only with cutting down the number of accidents. It is hardly less necessary to seek to minimise their effects. In any disaster the question is not only as to how it occurred, but as to the way in which the victims received their injuries. The answer to the second as well as the first may show the way to greater safety. Let me quote an instance, from many years ago, when petrol tanks were sometimes located behind the dashboard. In the case of one particular model, the arrangement was such that the tank was particularly liable to be punctured in the event of a collision, letting its contents pour on to the hot exhaust pipe. The usual result was an immediate flare-up, and a number of people received serious and often fatal injuries. Agents for the car, so it was said, drew the attention of the makers to the matter. The design was then changed.

Organising it

DEVELOPING that theme, it could well be that the appointment of an accident investigator in every police area would produce worthwhile results. In most, it would be nothing like a full-time job. The majority of incidents are straightforward, and do not call for very close analysis. But when doubtful and unusual cases arise, then the authorities should have at hand an engineer who would provide an expert and fully informative report. The data thus gained would also be at the disposal of the Transport Ministry, which should acquire some quite valuable knowledge. It may be true to say that the police already employ garagists in that way, but one would like to see it done on a more systematic basis. In particular, such work should be done by a specialist, rather than the owner of the establishment that happens to be nearest.

This Budget

TRADE opinion is that an increase in the petrol tax is almost certain. Further, that the amount will not be small, and that the outlook is indeed about as bleak as can be. The practical question is as to what can be done to induce the Government to keep the further imposition within something like reason. On the Labour side of the House of Commons there is an inclination that there need be no limit to the taxation of car owners. The requirement is to present arguments against that belief. Of those, the strongest should be that any tax increase in this direction must add to the cost of living. But this may be ignored, for the reason that any "soak the rich" policy has a particular appeal in that quarter. In fact, of course, it is not only the wealthy who are going to be hit. Working men who run their own transport will feel the pinch far more. And that is a point that should be brought out; perhaps, *the* point. It is not understood by the leaders of *Labour*, who are so largely out of touch with the rank and file. If it were, they would know that a sharp increase in the fuel tax is likely to cost the party more than a few votes. That is the argument most likely to tell, and the people best placed for putting it over are our own working-class customers.

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GUARANTEED
CLEVECOL
SERVICE TELLS
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says Mr. Dealer.
SERVICE

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Motorists everywhere are talking about Johnson's Car-Plate . . the car-wax which is the greatest motoring discovery since cellulose. They like the SPREAD - LET DRY - WIPE LIGHTLY operation which takes only 20 minutes to give a car a brighter, longer-lasting shine with positively no rubbing. Make sure that you have adequate stocks to meet the demands of your customers.

THE NEW 20 MINUTE CAR WAX

CAR-PLATE is a WAX — *not a Cleaner*

Therefore, it is essential that a car be completely clean before waxing. For this purpose Johnson's CARNU is recommended . . . it gets a car spotless in one easy application . . . and should be sold side-by-side with CAR-PLATE.

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The MOTOR TRADE PARLIAMENT

In which Readers Express their Views

Communications intended for the Motor Trade Parliament should be addressed to The Speaker "The Garage and Motor Agent," 62, Doughty Street, London, W.C.1.

100 Per Cent. Petrol Stations

SIR,—The question of 100 per cent. representation now being sought by petrol companies is occupying the minds of petrol retailers all over the country.

The M.A.A. have expressed the opinion that this is a domestic matter for the trader. How very wrong that is. The M.A.A. should have advised members not to fall for this scheme, until it has been thoroughly examined. There is so very much more at the back of this that the average trader cannot visualise the pitfalls, and is entitled to expect his Association to appoint the necessary committee thoroughly to investigate the whole question, including the legal aspects.

So many have said "Well, I've not signed anything," but they overlook the fact that their premises and overall staff will take on an appearance that may well lead their customers to believe that they are now a "so and so" station.

Offers of monetary assistance to improve the station and possibly put in new pumps will bring the eventual tie, which cannot be easily broken.

If there is a need to improve appearance and service, and I do not question it, then traders must wake up to these things and do it themselves—remembering always that they must be free to sell what their customers demand, to change if necessary when those demands alter.

The goodwill which each trader has built up over many years is worth much more than a coat of paint. Does it not also occur to these traders that it may not stop at petrol? There are always wheels within wheels. It could easily prove a stepping stone to other trade goods. Perhaps it might even mean that manufacturers would quietly recommend their dealers to associate themselves with such-and-such a scheme. Carried to its limits it could "sew up" the trade into snug little pockets.

If the retail trade is to remain free, it must have a free mind. Many a "free house" has become tied—only to lose the personal homely atmosphere which prompted the suppliers to "rope it in."

Do traders realise that every station that goes over to 100 per cent. representation not only creates a strained atmosphere among fellow traders but weakens the chain of independence, and eventually its trade associations?

In Cornwall a Petrol Retailers' Association has been formed, and although the membership is not growing as fast as the formation committee would like, there is a real appreciation on the part of the petrol retailers for its need. Some have expressed the view that it will detract from the M.A.A., but both Associations could work side by side.

There are many local problems concerned only with petrol which the M.A.A. cannot deal with. There are many petrol retailers who do not belong to the M.A.A. A united front could remove many doubts which small traders have. This is the time for action, not apathy.

Beresford Motors (Newquay), Ltd.

R. G. ORAM,
Managing Director.

Newquay.

[*"The G. and M.A.'s" views on this question will be found in our Terse Talk this week, so I'll say no more about it here.*—THE SPEAKER.]

Road Transport Costs Protest

SIR,—"Road transport is a key factor in the economy of the United Kingdom, and the cost of operating it is inevitably reflected in the prices of the food we eat and the goods we manufacture." This is not an extract from a propaganda statement made by motor vehicle interests, but a quotation from a Report recently submitted to the Minister of Transport by a committee composed of representatives of Government departments, the police, public authorities, trade unions and others, being in fact taken

The MOTOR TRADE PARLIAMENT

Continued from page 1817

from the Report on London Traffic Congestion.

This particular report is concerned only with traffic congestion, but the truth of the sentence we have quoted applies equally in relation to any factor which increases the cost of road transport.

Private motor vehicles play an essential and ever-increasing part in business and industry, and on behalf of over a million motorists our organisations have protested vigorously against the high fuel tax.

Now, with the Budget approaching, we again urge that individual motor users should ensure that their Members of Parliament are left in no doubt about their views on the subject. It is no consolation for the tax-ridden transport operator, or car owner, to know that his heavy contribution to the national revenue is "inevitably reflected in the prices of the food we eat and the goods we manufacture."

Private motorists have in addition a special grievance about the injustice of the present system of car taxation by which owners who have—in the national interest—been denied the opportunity of obtaining new cars are further penalised by being called upon to pay the discriminatory horsepower tax instead of the £10 flat rate.

Standing Joint Committee of
the A.A., R.A.C., R.S.A.C.

W. V. GIBSON,
A. W. PHILLIPS,
Joint Secretaries.

London, W.C.2.

[*I hope you have read this letter thinking of yourselves as car owners, Gentlemen.* —The Speaker.]

Petrol For Farmers

Sir,—So interesting is "The G. and M.A." that every week I find something to comment on.

This week I should like to be permitted to comment on a speech made in connection with petrol supplies to farmers, in which the speaker is reported to have said that the motor trade societies had lost their fight with the farmers, a statement which has been made ad nauseum until it conveys nothing whatever.

Surely these people did not for a moment think that they would win? It is evident that if the farmers chose to make this question a political one the trade would have been in a still more parlous state.

I venture to think that agriculture must be the absolute pet of the Government.

It is not generally realised how many Members of Parliament are nominees of the N.F.U. or N.U.A.W. They vote at the agricultural party's call for the good of agriculture.

Still the farmers get untaxed petrol, which surely ought to have been the straight tip to those who tried to make the farmers pay retail price.

That is one aspect of petrol. Here is another—or rather its substitute:—

Mr. Transit (March 3rd issue) writes of the dream of the farmer to produce his own alcohol fuel.

Let us go back a few years and think what was happening then.

Some of us, I hope, still survive who can remember a certain brand of spirit which enjoyed an enormous sale, particularly among car owners, and which was reputed to contain 50 per cent. of alcohol, alleged to be largely from the sugar factories.

This mixture of alcohol and petrol was sold through the garage pump at 9d. per gal-

MEMORY TEST.—What make is the car? If you know that one, then what type of ignition was employed? It was not tube ignition, and there were no sparking plugs. And can you identify the driver? Answers under "Rest of the News" on page 1830.

The MOTOR TRADE PARLIAMENT

Continued from page 1818

lon, and Mr. Garagist was un unpaid collector of a further 9d. for the revenue.

Some garage proprietors in the sere and yellow leaf may be able to turn up their records, and find out how much per gallon they paid for it, and confirm that they got more profit on it than they do now on petrol.

What this alcohol cost per gallon to produce can best be left to the imagination.

However, what mattered was that a tax was imposed on a British-produced article so that the price went up and drove it off the market in favour of imported spirit.

I do not think that would have happened if the farmers and farm workers had had control of the House of Commons as they have now.

I. A. POSTLE.

Besthorpe.

[*Not for the first time, Mr. Postle's letter has had to be cut drastically to reduce it to a manageable length. I trust that the sense has not been removed.*—THE SPEAKER.]

Early Napiers: Memory Test

SIR,—I have memories of a picture in a motor periodical of the period showing a man looking under the bonnet of the Napier mentioned by Mr. "Investigator" (March 17th issue) with the words under the picture "Call that 20 h.p.?"

The hill climb probably was Sunrising Hill: the date July 25th, 1903. The stops of 30 seconds each were compulsory, and the Napier driven by Cecil Edge returned 2 min. 55 4/5 sec. The second, an M.M.C., took 3 min. 21 4/5 sec. Hence the comment.

In 1905, Napier's sold many 24 h.p. chain-driven cars with a square radiator, also a 15 h.p. which took the place of the old 16-20 h.p. as used by Glidden. The first six cylinders had o.h.v. engines and chain drive. They were 30 h.p.

In these short hill climb sprints much the most successful car was the 6 h.p. Gardner Sepollet Steamer, which could beat — and easily beat—almost any petrol car up to 40 h.p. at this game. I believe this car is still in existence.

Memory Test, January 20th: I never handled Peugeot cars, so cannot make much comment; and cannot remember if the small ones had a cardan drive. The radiator seemed to me to look like something similar to what Friswell sold. However, Mr. Stephens seems pretty definite that it is not.

Out of the Past

35 YEARS AGO. "The G. and M.A." 1/4/16.

IF, as has been suggested, the motor car taxes are doubled, the decrease in motoring is likely to leave the Exchequer in a worse state than it was. In point of fact, such a measure is, if it is actually being considered, a "stop motoring" effort, and nothing less. Any suggestion of increasing the revenue is merely a terminological inexactitude to secure the support of ignorant people for a retrograde and unjust piece of legislation.

20 YEARS AGO. "The G. and M.A." 28/3/31.

AFTER a long period of comparatively slow progress in the adoption by the garage trade of appliances for serving out oil to customers' cars expeditiously and in cleanly manner, the movement in that direction has in recent times become greatly accelerated. This has been helped by several influences, notably by the disinclination of the motoring public to buy more of anything than they require at any given moment, and their consequent dislike of purchasing oil in packages if they can get it as cheaply in smaller lots, by the faith they now have in garages to supply them with reliable lubricants, and, of course, by the self-advertising qualities of up-to-date oil-dispensing equipment.

Alternatively, as one of your readers suggested, it may be a Decauville, who, like Renault, and a few others, never made chain-driven cars.

Many thanks.

COACHBUILDER.

[*And many thanks to you, Sir.* — THE SPEAKER.]

Early Napier Cars

SIR,—Referring to Mr. "Investigator's" letter on page 1691, March 17th issue, the original 6-cylinder 18-30 h.p. 3-speed Napier chassis made its first public appearance early in 1904, being, of course, fashioned on the Panhard-Levassor side-chain drive type. The L-head engine, however, was fitted with o.h. pushrod admission valves.

The motor had three 2-cylinder block castings of the integral head pattern. The water-cooler, of the honeycomb sort, showed a departure from the usual gilled-tube radiator, used in early Napiers.

The chassis called the 20 h.p. model had a 4-cylinder engine, and came out in 1902. This machine also had s.c. transmission. As S. F. Edge was one of the first masters of salesmanship and showmanship, it is not surprising that he soon adopted the practice of endowing descriptions of closely-similar chassis—models with different nom-

The MOTOR TRADE PARLIAMENT

Continued from page 1819

inal h.p. ratings. In time, the extension of this practice became rather ridiculous, with various manufacturers using such terms as 18-60 h.p. and the like.

To come to the letter from Mr. R. J. Stephens, page 1694, March 17th, surely he does not imagine that live-axle cars only arrived "about 1906."

A very lengthy list of early vehicles with live-axle transmissions could be compiled. These were all introduced at the beginning of this century.

Broadly, there were by then two main types, which had their basis in Levassor's bevel-geared countershaft and dual (lateral) chain-drive. From that system sprang the cardan shaft principle of an all-gear drive for petrol cars, of which the earliest and most successful exponents were Georges Bouton and others.

I regret to have to lay emphasis on so elementary a lesson, but it is well worth while, to obtain a true perspective. Get your basic facts right, just as in mechanical draughtsmanship it is essential to get your centres right.

JOHN ARMSTRONG.

Bournemouth.

[*And, in life, your first principles.*—THE SPEAKER.]

Unity In Benevolence

SIR,—In your very excellent Terse Talk "Unity in Benevolence" (March 17th issue) you say that at our a.g.m. there was a proposal that eligible members of the motor trade in Eire should be invited to join the Fund and participate in its benefits. This, I feel, might be open to misinterpretation and I therefore crave your indulgence in clarifying the position.

At present, all those employed in Eire in an eligible capacity may become members of BEN provided they were born as British subjects. On the secession of Southern Ireland from the Commonwealth, Irish citizens ceased to be British subjects, and as our rules state the Fund is only available to British subjects resident in Great Britain, Northern Ireland and Eire the implication is that anyone born after the Republic of Ireland came into existence is ineligible.

The eventual result will be the extinction of our Eire Centre, which has nearly 400 members. This is a state of affairs our Irish members wish to change and the only way it can be done is by an alteration to the operative rule. This the proposal set out to do.

May I in conclusion express the grateful thanks of my Executive Committee for the very valuable part your Journal is playing in making known more fully the job of work BEN is doing.

Motor and Cycle Trades Benevolent Fund.
C. W. CUDLIPP,
London, W.1. General Secretary.

[*The point was made clearer than was possible in our short Terse Talk, in a news item on page 1700 of the same issue. Nevertheless, I am glad to give Mr. Cudlipp the opportunity of explaining the position, and of emphasising what the unfortunate result will be if the rule is not amended.*—THE SPEAKER.]

R. S. V. P.

HERE are more examples of the sort of statement which will soon result in more restrictions for motor vehicles—unless the motor industry, rapidly finds a voice capable of giving authoritative answers:—

"Keep on Nagging."—At a meeting of the Pedestrian's Association, Professor A. L. Goodhart, president, suggested that women should take an active part in urging the Ministry of Transport to bring forward adequate legislation relating to the maintenance of cars. "Women have always had a reputation for nagging, and I hope that over this question they will nag like anything," he said. ("Manchester Guardian," March 14th.)

Compulsory Testing. — Capt. A. Popkess, Chief Constable of Nottingham, said at a meeting of the North Midland Accident Prevention Council, that he felt that sooner or later the Government would have to introduce a scheme of compulsory brake testing. ("Safety News.")

Old Cars Blamed.—Mr. P. T. B. Brown, Chief Constable of Cumberland and Westmorland, thinks that the increase in road accidents is partly due to petrol derationing and to old cars. ("Liverpool Daily Post," March 10th.)

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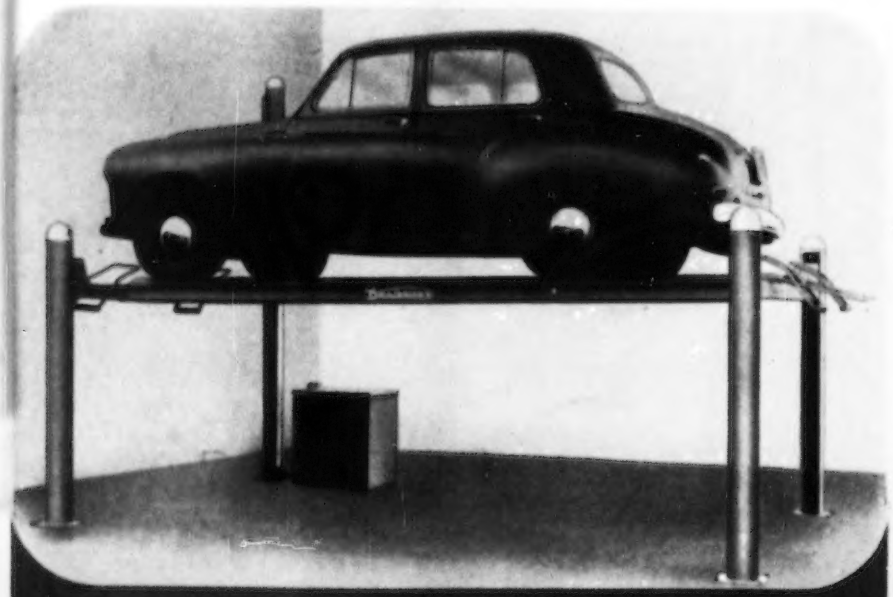

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COMMERCIAL VEHICLE & TRACTOR BUSINESS

By "Transit"

Help stop this

MY morning newspaper contains two separate reports of the grossly wasteful use, or misuse, of road transport. The cases were quite different, but in each there had been a totally unnecessary expenditure of fuel, time, and labour. Also in common was the responsibility of officialdom.

Working to rule, so the Government says, is against the national interest. But that is what its own departments are clearly doing, every day of the week, and with the same motive that inspires go-slow tactics in industry. It is that of self-interest.

If the plan is followed, and prestige preserved, what matters it if two lorries are employed for the work that could be done by one, or a long journey is made when a short one would serve? Throughout the whole country, the wastage now going on must be enormous.

We as garagists may sometimes come to learn of such incidents, and could often put that knowledge to good use. There might be an opportunity for sending a forceful letter to the local paper, or, and better still, for putting a reporter on to a story.

Our tractor achievements

On good authority I am now able to inform readers that an Ivel tractor will be included in the Festival Exhibition of Science during the summer. The machine is understood to be the first that Dan Albone built, and no doubt it will be given a place of honour at South Kensington. It has been in the possession of the Science Museum for many years, but latterly in storage and not on view.

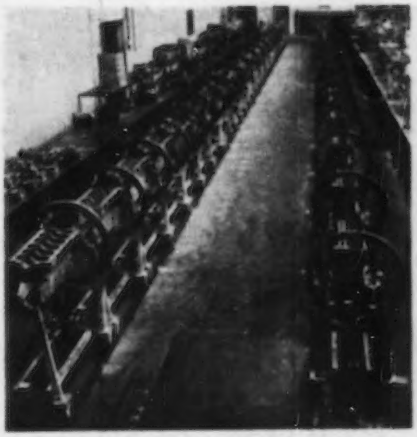
While the main emphasis in the Festival of Britain is being laid on the country's current productions, past achievements in the way of invention and the development of industry will be given due prominence. That seems particularly desirable in the case of the farm tractor.

The story of Albone is hardly known outside motor trade circles, and it may further be doubted whether the work of some of his more recent successors is appreciated at its true value. Britain has made an outstanding contribution to the evolution of the tractor; it is time that we began to claim our proper share of the credit.

More powerful Fergusons

When Harry Ferguson, Ltd., introduced their vaporising oil model, the engine was fitted with a bore of 85 mm. instead of the 80 mm. size employed on the petrol-burning engine. After considerable development work, it was decided to increase the size of the latter, and the latest Fergusons are all equipped with 85 mm. x 92 mm. motors, which give a cubic capacity of 2.088 c.c. or 127.4 cu. ins.

The new petrol engine has a compression ratio of 6:1, and develops 29.6 b.h.p. at 2,000 r.p.m., which is an increase of approximately 5½ h.p. Modifications include a cylinder head of improved design, and a camshaft giving a higher lift to the valves, while the cooling system shows a number of alterations. It is stated that the engine has an even better fuel consumption in proportion to its b.h.p. than the former type.



MILLION DIESEL HORSEPOWER.—More than 110 high-speed diesel engines are assembled every day on these two conveyor lines at the works of F. Perkins, Ltd., at Peterborough. This is equivalent to a yearly output of 1½ million h.p.

The MOTOR INDUSTRY'S NEWS

1950—MOTOR INDUSTRY'S YEAR OF RECORDS

"NOT APPRECIATED BY CHANCELLOR"—S.M.M.T. REPORT

£266m. EXPORTS

IN 1950 the motor industry made production and export records which, in the light of present circumstances, may stand for a considerable time, says the annual report issued with the accounts of the Society of Motor Manufacturers and Traders.

Manufacturing 785,000 units, in addition to 94,000 agricultural tractors, the industry took a leap forward in productivity, **not only over their pre-war figures, but over 1949 as well.**

Of the 522,000 cars made, nearly 400,000 were exported, and of the 263,000 commercial vehicles produced, 145,000 were sent overseas. Together with agricultural tractors, trailers, marine engines, parts and accessories, **these exports reached the high level of £266,000,000 in the year, or just over £5,000,000 a week.**

As evidence of the motor industry's part in the dollar drive, Canada came into second place and the U.S.A. into fourth place in the list of overseas markets for cars.

TAX CRITICISMS

The report points out that the industry's export effort, while receiving appreciation from Ministers of the Crown, did not seem to be fully appreciated by the Chancellor of the Exchequer, **who, in the Budget, doubled the tax on fuel and placed a purchase tax on commercial vehicles.**

The Society co-operated with all other motoring and transport-using organisations in resisting the increased fuel tax, which, however, was not altered, and has had the effect of increasing transport and costs of manufacturers.

Purchase tax, however, which was at first levied on the complete vehicle and on trailers, was, through the efforts of the Society, considerably modified so as to fall only on mechanically-propelled goods vehicle chassis, with certain exceptions which the Society were instrumental in securing.

The Society worked very closely with a number of Government Departments, states the report, and day by day a considerable number of matters were negotiated with departments which had given very cordial and often successful support to the industry's efforts.

On the other hand, Government policy was still severely felt by the industry, and particularly by the retail trade, **in the small number of cars and vehicles permitted to be sold on the home market,** as well as other restrictions. The Society promise to continue their efforts to obtain mitigation of these impediments.

SHADOW OF SHORTAGES

The report concludes on a sombre note, pointing out that the end of the year was overshadowed by shortages of material supplies, difficulties in obtaining shipping for exports, and the first effects of the rearmament effort.

The total S.M.M.T. membership at the close of the year, including two new honorary members, was 1,674, against 1,635 at the end of 1949.

The accounts for the year ended December 31st, 1950, show that subscriptions totalled £113,078, against £116,335 the previous year.

Nett revenue from the Motor Show, before charging head office expenditure, was £99,710 (£85,541), from the Commercial Vehicle Show £30,967, and the Smithfield Show £2,295. Other receipts brought the total income to £252,160 (£208,048).

On the expenditure side, office rent and expenses cost £8,006 (£7,899), salaries and wages £43,437 (£40,594), donations, subscriptions, and votes to other bodies £65,583 (£60,336), overseas offices £43,522 (£38,373), depreciation £4,603 (£4,374), miscellaneous expenses £22,311 (£14,617).

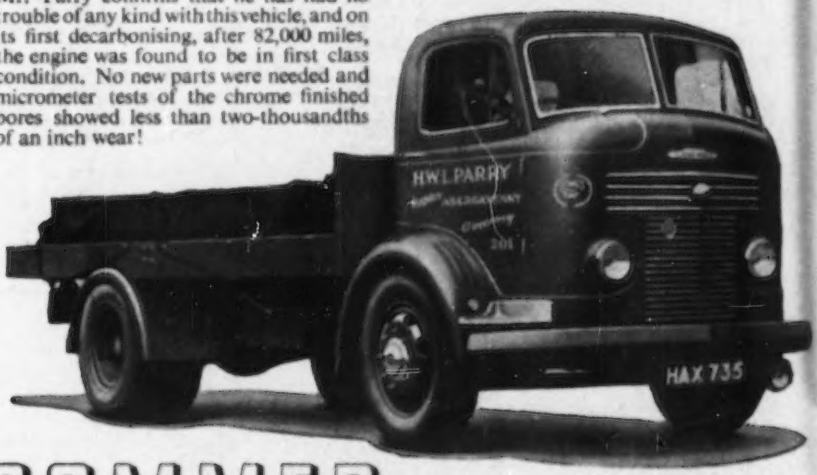
Taxation took £35,941 (£16,747), overseas propaganda reserve £15,739, and after other various expenses there is a balance of accumulated income carried forward of £146,178 (£126,241).

PROOF!

After 82,000 miles, micrometer test shows under 2/1000" wear.

THIS STURDY COMMER seven tonner owned by Herbert Parry, Transport Contractor of Abergavenny, has been in constant use since February 1949, daily carrying maximum loads of tinplate from Ebbw Vale through the Welsh mountains to the Midlands.

Mr. Parry confirms that he has had no trouble of any kind with this vehicle, and on its first decarbonising, after 82,000 miles, the engine was found to be in first class condition. No new parts were needed and micrometer tests of the chrome finished bores showed less than two-thousandths of an inch wear!



COMMER 7 TONNER

with 'under-floor' engine developing 109 b.h.p.

A PRODUCT OF THE ROOTES GROUP

COMMER CARS LTD. LUTON BEDS. EXPORT DIVISION: ROOTES LTD. DEVONSHIRE HOUSE PICCADILLY LONDON W.1

MOTOR INDUSTRY'S NEWS

SHIPS DELAY HITS EXPORTS

SLOW TURN-ROUND HOLDS UP CARS

The Society of Motor Manufacturers and Traders have issued the following statement on the slow turn-round of ships carrying motor exports:—

"The motor industry, which heads the nation's export drive, is seriously concerned at the shipping difficulties which are now dislocating its export programme.

"Consignments of cars to Australia and New Zealand, two of Britain's best customers, **could be greatly improved if the turn-round of ships in those countries could be hastened.**

"Three ships are required to do the work of two before the war, even though many are capable of greater than pre-war speeds.

"Mechanical devices which are used as a matter of course in our factories, **are not employed to anything like their full extent in the ports of those countries.**

"Ships are actually spending more time idle at the wharf-side than they are at sea. For instance, according to one report, a ship spent 131 days in New Zealand ports whereas its time at sea was 72 days.

"These great delays place heavy burdens on British dockers, and on the British transport system, to make up the leeway of exports."

:: :: **Italian Vehicles Dearer.**—The Italian motor manufacturers have advanced the price of cars by 10 per cent. and commercial vehicles by 7 per cent., according to a report from Italy.

DEARER MOTOR INSURANCE

12½% INCREASE ON JUNE 1st

An increase of 12½ per cent. in car insurance premiums to take effect from June 1st next, has been decided upon by the "tariff" insurance companies affiliated to the Accident Offices Association.

So far, the "non-tariff" companies, among them being Lloyd's, have made no move to increase their rates, but it is expected that they will eventually follow the decision made by the "tariff" companies.

Insurance rates for commercial vehicles will also be put up by the "tariff" companies on June 1st, but the premiums will vary according to the type or class of vehicle. **In any case, the increases will be "comparable with the 12½ per cent. for private cars."**

FORD PROFITS JUMP

A preliminary statement issued by the Ford Motor Co., Ltd., shows the group's profits for 1950, before tax, up from £5,183,269 the previous year to £8,503,051.

Tax charge is £1,993,651 higher at £4,729,394, so that the nett profit shows a more modest rise from £2,447,526 to £3,773,657. The dividend is increased from 10 per cent. to 12½ per cent.

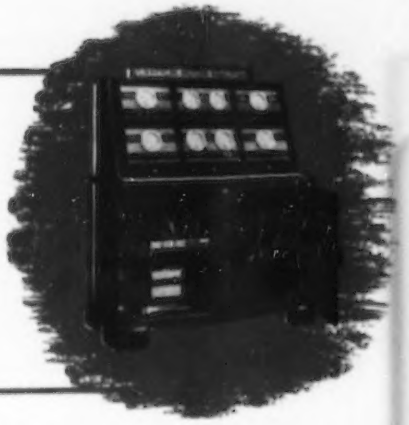
Astley Industrial Trust, Ltd., Midland Bank House, 26, Cross Street, Manchester, 2, have opened a branch at 109, Pilgrim Street, Newcastle-on-Tyne. Tel., Newcastle 21628. **L. Powell** has been appointed Branch Manager.

TYRE CO.'s DANCE.—At the annual staff dance of the North British Rubber Co. at Edinburgh (left to right): front row.—D. Wallace (Tyres S.P.C.), G. Beltz (Assistant Comptroller), D. H. Gordon (Director of Production), W. E. Crook (Assistant Tyre sales Manager); centre row.—Mrs. McTaggart, Miss Wood, Mrs. Baldie, Mrs. Buchanan, Mrs. Wallace; back row. — R. Chatterton (Tyre Factory Manager), W. H. Binns (Tyre Sales Manager), A. Baldie, C. F. Buchanan. — Pitts-Tucker.

AT LAST!

A Really Simple Method of Engine Testing

THE NEW CRYPTON MOTOR ANALYSER



- Makes a complete diagnosis of any engine in little more than one hour.
- Quickly and accurately tests any engine division or individual component.
- Tunes engines with unprecedented results in performance and economy.
- Enables Engine Tune-up to be operated with unparalleled results in efficiency & customer satisfaction.

. . . and so simple that it can be operated by any competent service man.

TESTS Compression · Ignition · Carburettion · Electrical System · Batteries Starters · Distributors · Condensers · Coils · H.T. Cables · Plugs Fuel Pumps · Carburettors · Valves · Piston Rings · Gaskets Manifolds · Exhaust Systems · Generators · Regulators · Wiring Accessories.

TUNES Any engine by "dead line" accuracy visually indicated by meter readings giving finer results in improved performance than ever previously achieved.

A Constant Source of Revenue in Any Garage

The hours of time saved every week . . . the fact that ALL and not just PART of the service needed is disclosed . . . the many customers attracted by Tune-up . . . the big increase in service and parts sales . . . the elimination of "comebacks" . . . payment for testing instead of doing it free.

These are the facts—amply proved by the experience of all users—which make the Crypton B.100 the finest investment available in service equipment.

Write for details NOW!

CRYPTON EQUIPMENT LTD. · BRIDGWATER · SOMERSET

'SPINTORQ'

1 to 25 inch lbs.

The Britool 'SPINTORQ' Rotary Torque Wrench enables professional results to be achieved with unprofessional labour.

It embodies Britool adjustable pre-setting device operating accurately between 1 inch lb. and 25 inch lbs. and accepts standard 9/32" Square Drive Sockets and Screwdriver Bits.

Cannot possibly overtighten.

Light, well built, low priced.

MT52 leaflet on request.

Tool up with CHROME ALLOY STEEL BRITOOL SERVICE TOOLS

JENKS BROTHERS LIMITED

BRITOOL WORKS

BUSHBURY, WOLVERHAMPTON, ENGLAND

See our exhibits, STAND D. 530, British Industries Fair, Castle Bromwich.

MOTOR INDUSTRY'S NEWS

SERVICE THANKS.—Commercial Ignition Co., Ltd., held their annual dance and social at Kew Boathouse, when there was a presentation of watches for long service. Centre are the Directors, H. Hill, W. Hill, and L. P. Fulkes, and the four members of the staff, with more than 120 years' service between them, are Nash, Stanford, Connett and Killick.

AUSTIN'S DOLLAR EARNINGS

£13,000,000 FROM CANADA

Austin Motor Co., Ltd., announce that they have now received from their Canadian subsidiary in Toronto the total of $50,000,000, worth in sterling approximately £13,000,000 — six times Great Britain's contribution to U.N.O. for the current year; nearly half the civil estimates of expenditure on Britain's roads in 1950-1951, and enough to pay for the meat ration for the entire nation for eight weeks. Incidentally, the company point out, Austin's earnings in Canadian dollars are **nearly three times the total amount spent by Great Britain on that essential commodity, newsprint, in 1950-1951.**

This figure of $50,000,000 covers virtually three years' of quantity shipments to the Canadian market, yielding an average of over $16,000,000 earned each year for Britain by Austin sales in the Dominion.

Up to date, more than 55,000 Austin vehicles have been exported to Canada since the war, and dollar remittances have still to come in for the latest shipments which will considerably augment the $50,000,000 now achieved.

PETROL PUMP SWING ARMS

Successful representations to Poole Corporation in connection with a proposed ban on the use of petrol pump swing arms, have been made by the Hants and S. Wilts Division of the Motor Agents' Association.

The authority have now decided that **consent to use swing arms will be granted up to March 31st, 1955, and that the position will be reviewed before that date.**

NO BIDS FOR GARAGE

AT SOUTH SHIELDS AUCTION

When the plant, machinery, equipment and property of G. and B. Garages, 183 Sunderland Road, Harton, South Shields was offered for sale by auction at South Shields recently, there were no bids, and the property was withdrawn.

Although 20 people attended the sale there were no opening bids, and Mr. Wilfred Robson, F.A.I., chartered accountant and estate agent, withdrew the property after stating he would not start at less than £7,000. Later, Mr. Robson said that private negotiations would be opened with interested inquirers.

GOVT. VEHICLE AUCTIONS

Auction sales of Government surplus vehicles arranged by the Ministry of Supply for April, are:—

April 16th.—M.o.S. Storage Depot, Elstow, nr. Kempton Hardwick, Bedford. Auctioneers, Peacock, Merry and Swaffield, 10, Lime Street, Bedford. Tel.: Bedford 66366.

April 24th-25th.—M.o.S. Storage Depot, Gatend Farm, Giffen, nr. Beith, Ayrshire. Auctioneer, Hugh McIlwraith, 269, Buchanan Street, Glasgow. Tel.: Douglas 1888.

F. C. Emerson, Deputy Branch Manager in the Midlands for the Regent Oil Co., Ltd., is leaving Birmingham for Brighton to become their Southern Branch Manager. His successor in the Midlands is **J. T. W. Miles**, formerly Divisional Manager, Cardiff.

MOTOR INDUSTRY'S NEWS

PERSONAL ITEMS

Kingsbourne Products, Ltd., Eagle Street, London, W.C.1, makers of heavy-duty wheel nut wrenches, and the Kingsbourne attachment for portable drills, have appointed **E. R. Hartley** as their Sales Manager. He has represented the company in the North for some time.

E. R. Hartley.

At a recent luncheon in London, **Elliott A. Evans**, who recently retired from the position of Chief Chemist to the Wakefield Group, was presented with a camera on behalf of his colleagues by Joint Managing Director **Alonzo Limb**, of C. C. Wakefield and Co.

His many friends in the motor industry will be pleased to hear that President **J. H. Beal**, of the National Employers' Association of Vehicle Builders, is now well on the way to recovery after being injured in a motor accident near Stockport while on his way to the annual function of the Association in Belfast.

Dickinson and Adams, Ltd., automobile engineers, Bridge Street, Luton, have appointed **K. W. Simmons** a Director of the company. He also serves on the boards of Dickinson and Adams (Welwyn) Ltd., Dickinson and Adams (Letchworth), Ltd., Dickinson and Adams (Electrical Services), Ltd., and Leighton Buzzard Motors, Ltd.

Hollingdrake Automobile Co., Ltd., of Stockport, have appointed **S. Leonard** to the board of their subsidiary, Paramount Garages, Ltd., 1-11, Cheetham Road, Manchester 4.

The death has occurred at the age of 70, of **William Ernest Turner**, of The Foundry, Attleborough. He served his apprenticeship as an engineer with his father's firm, and later became head pattern maker at Napier's, London, where he designed and made the patterns for the first car (driven by the late S. F. Edge on the Brooklands track), to run non-stop for 24 hours.

It is also claimed that Mr. Turner designed and made patterns for an early aeroplane.

OPPOSITION TO SURCHARGES

ACTION BY M.A.A. COUNCIL

Motor Agents' Association have decided to raise the question of surcharges on vehicles at the Joint Committee of Vehicle Manufacturers and Retailers "so as to leave manufacturers in no doubt as to the views of the retail trade on the practice."

This was announced during discussion by the M.A.A. Council of two Divisional resolutions which condemned the recent surcharges on vehicles and tyres.

In the case of the tyre surcharge, it was pointed out that this had meant no additional profit for the manufacturers. In the past nine months tyre prices had gone up 65 to 70 per cent. and the dealer's profit, expressed in £.s.d., had advanced correspondingly. It could not be argued that their overheads had increased by the same amount.

Wisest plan, it was stated, was for the trade to accept the surcharge, especially as it was imposed on the understanding that when prices were reduced the surcharge would be taken off first.

The alternative was a smaller percentage discount on the increased price. Had this policy been adopted it would have been difficult to get the original discount reinstated when prices were reduced.

DUNDEE EQUIPMENT SHOW

Thomson and Brown Brothers, Ltd., are holding an exhibition of garage equipment and electric tools manufactured by Tecalemit, Ltd., and Black and Decker, Ltd., at their branch at 80, North Lindsay Street, Dundee, from April 16th-20th inclusive.

The latest equipment for lubrication and washing, together with engine reconditioning and vehicle servicing by electric tools will be shown. Technical representatives will be in attendance to give practical demonstrations of the equipment.

:: :: **For Overseas Visitors.** — Associated Carways, Ltd., have issued the 1951 edition of their illustrated "Car Hire" brochure, which is being distributed throughout the world, particularly in the U.S.A. and Canada. In addition to useful information for overseas visitors, details of eight popular tours throughout Britain are described.

MOTOR INDUSTRY'S NEWS

SCOTTISH COVENANT CASE

B.M.T.A. GRANTED FINAL INTERDICT

The Scottish Courts have now granted the British Motor Trade Association the final interdict prohibiting Allen Gray, motor dealer, of Braidwood, Carluke, Lanarkshire, and Glasgow, from dealing in cars which are subject to covenants.

The motion was unopposed and the Association, as petitioners, were awarded the **whole expenses of the action, apart from those entailed in a minute of amendment.**

(A report of the appeal in this case, when judgment was given against Gray, appeared in "The G. and M.A." of February 3rd last.—Ed.)

This decision in the first covenant case the B.M.T.A. have instituted in Scotland means **that the situation established by proceedings in English Courts with regard to covenant cases has now been equally established in Scots law.**

SHARP FALL IN EXPORTS

7,000 FEWER CARS AND CHASSIS

Exports of cars and chassis fell from the January figure of 34,135 to 27,116 in February. Value of the cars and chassis exported fell from £10,032,324 to £8,327,792.

In February, 1950, 33,554 cars and chassis were exported, and in February, 1949, 15,829. Australia was still our best overseas customer, importing 7,726 British cars and chassis in February. Canada took 2,012, and the United States of America, 1,269.

Shipments of commercial vehicles and chassis fell from the January figure of 13,663 to 10,343 in February. Exports of track-laying and agricultural tractors fell from 9,547 to 9,360.

Total value of cars, commercial vehicles and parts and accessories—excluding tyres, sparking plugs and various other items—was £22,778,943 in January, and £19,107,765 in February.

ERIC MYERS' 70th YEAR

To celebrate the 70th birthday of their founder and Managing Director, Eric S. Myers, about 70 members of the staff of Eric S. Myers, Ltd., of Bradford, attended a dinner in Bradford recently.

The guest of honour was Sales Manager T. B. Lyle, of Morris Motors, Ltd., with whom Mr. Myers has been associated as a Morris distributor for Bradford and district for many years.

During the evening a presentation was made to Mr. Myers by the company's Sales Manager, A. S. Bonney, the firm's oldest employee.

MOTOR WORKERS DISMISSED

Drawing attention to the notices of dismissal issued to several hundred workers in the motor industry owing to the sheet steel shortage, Mr. Edelman (Coventry, North) asked the Minister of Supply in the House of Commons what action he was taking to maintain full employment in that industry.

In a written answer, Mr. J. Freeman, Parliamentary Secretary of the Ministry of Supply, stated that every effort was being made to obtain sheet steel from abroad, but he was afraid that **some reduction of supplies to the motor industry could not be avoided until home production increased.**

HIS 70th BIRTHDAY.—Here is shown a presentation being made to Managing Director Eric S. Myers, founder of Eric S. Myers, Ltd., on his 70th birthday. (L. to r.) Sales Manager T. B. Lyle (Morris Motors), Works Director W. Bayley and Sales Manager A. S. Bonney (Eric S. Myers, Ltd.), Mrs. J. C. Auker, Eric S. Myers, Sales Director J. C. Auker (Eric S. Myers, Ltd.), and Mrs. H. Gibson. (Story above)

MOTOR INDUSTRY'S NEWS

FOR TYRE SALES & SERVICE

NEW PREMISES OPENED AT HUTTON

No fewer than 14 different tyre manufacturers were represented at a lunch last week which was held to celebrate the opening of a fine new building by Savages Tyres, Ltd., of Shenfield, Essex.

Speaking at the lunch, Managing Director **W. K. Savage** said they had decided after the war to concentrate on tyre sales and service owing to the lack of new cars. Tyres were becoming a speciality, and tyre manufacturers should do what they could to make the motoring public more tyre conscious.

Tributes to "Bill" Savage were paid by other speakers, including Regional Manager **I. H. Hayman**, of the India Tyre and Rubber Co.'s London Depot, and Sales Manager **G. C. Welby**, of Vauxhall Motors, Ltd.

Standing on a prominent half-acre site, the new building is divided into two sections, a tyre store at the front equipped with scaffolding type racking, and a spacious service department at the rear into which vehicles ranging from cars to large vans can be driven.

PETROLEUM EXHIBITION

An exhibition including every aspect of the petroleum industry will be presented this summer at university centres in the United Kingdom. It is being sponsored by two of the leading oil companies. The exhibition will be open to the public as follows:—

April 6th to 21st. — Imperial College of Science and Technology, University of London, Kensington, London. **May 4th to 19th.** — Royal Technical College, Glasgow. **June 20th to July 6th.**—University of Leeds. **July 16th to 28th.**—Cambridge University.

:: :: **New Road Map.** — Odhams Press, Ltd., Long Acre, London, W.C.2, have issued the "Daily Herald" Road Map of Great Britain, which is now on sale, price 2s. It is printed in three colours, with a scale of ten miles to the inch. Other features are town plans of London, Birmingham and Liverpool, road signs, a perpetual lighting-up table, a table of distances, and a plan of roads out of London.

APPRENTICESHIP AWARDS

TO MEDWAY TOWNS STUDENTS

The Medway Towns Committee set up to supervise the training and education of apprentices are holding a presentation meeting at 7 p.m. on April 12th at the Civic Restaurant, Chatham.

The Mayor of Chatham will preside, and present City and Guilds and National Craftsman's Certificates to students who have obtained these awards in examination held during the past year.

It is interesting to note that every candidate who sat for his National Craftsman's Certificate in the Medway Towns (Rochester, Chatham and Gillingham), achieved a pass. The Shorts prize, awarded each year to the most outstanding apprentice in any trade, has also been won by a member of the motor trade.

SCRAPPED U.S.A. CARS

NEARLY 3,000,000 IN 1950

The United States scrapped 2,842,551 cars and other vehicles in 1950, more than ever before in history, and nearly half as much again as the average for the previous 26 years, according to motor industry statisticians.

This means that motorists were going to need more new vehicles than ever before. But total output so far this year has been estimated at 136,780 cars and 31,021 commercial vehicles, on the basis of figures up to the middle of March.—B.U.P.

TIMSON'S NORTHERN MERGER

WITH YORKSHIRE FACTORING CO.

Following negotiations between Timson Bros. (England), Ltd., and the Yorkshire Factoring Co., Ltd., with a view to amalgamating their Northern interests, it has been agreed that Timson's Newcastle branch in St. Mary's Place will continue to operate as before, but will, in future, trade as a separate company — Timson Bros. (Northern), Ltd. — under a board drawn from both parent companies.

Since the territory concerned adjoins that covered by the Yorkshire Factoring Co., it has been arranged that they will supervise the day-to-day management of the new company, but apart from this no change in policy will take place.

MOTOR INDUSTRY'S NEWS

QUARTER CENTURY AWARDS.—New members of the Stewart and Ardern Quarter Century Club with directors of the firm after Chairman and Joint Managing Director Gordon Stewart had awarded gifts to mark their 25 years of service. Picture was taken after the quarterly luncheon of the Club.

NEW TOWING LAWS SOUGHT

Amendment of the regulations which require an attendant to be sent out, in addition to the driver, on a breakdown lorry, is being sought by the Motor Agents' Association.

The M.A.A. is also asking the Ministry of Transport to amend the regulations to **permit caravans to be towed under a general trade licence when such towing is connected with the business of the licence holder as a dealer in or repairer of caravans.**

COMING SERVICE WEEKS

Service Weeks are being held by the following firms during the week beginning April 9th:—

Nuffield Service Weeks.—**Barton Motor Co., Ltd.**, Plymouth, for Morris owners. **Forsselius, Ltd.**, York, for Morris and Wolseley owners.

Standard Service Week.—**St. Helier Garage**, 87, Bath Street, Jersey, C.I.

During the same week **Brown Brothers, Ltd.**, are holding a display of garage equipment at their Cardiff branch.

:: :: **Bristol Staff Party.**—Some 300 employees and their friends attended the staff party held by Bristol Motor Co., Ltd., of Ashton Gate, Bristol, 3, in Bristol recently. The guests were welcomed by their Managing Director, D. H. Phillips, and Directors H. L. Taylor and V. F. Eberle.

SOUTHAMPTON I.M.I.

Southampton Centre of the Institute of the Motor Industry held the last of their winter session lectures at Southampton, when there was an attendance of some 40 members.

The talk was given by Managing Director **E. Dunham Jones, M.I.M.I.**, of the Cylinder Bore Co., Ltd., whose subject was "Specialised Engineering as Applied to the Motor Trade."

In the place of the April lecture-meeting, the Centre have arranged a visit to the National Physical Laboratory, Teddington, on Saturday, April 14th.

BUSINESS DEVELOPMENTS

Regent Oil Co.'s new branch office in the Midlands, as from March 31st, is at Regent House, 3, St. Philip's Place, Birmingham, 3. The company are retaining as ancillary offices their premises in the Prudential Buildings, but are vacating their offices in the Cobden Hotel and Corporation Street, Birmingham.

Avon India Rubber Co., Ltd., are opening a new sub-depot on April 2nd at 36, Froghall Terrace, Aberdeen. Their Aberdeen representative, **John Morton**, will be at this new address.

Simms Motor Units, Ltd., have appointed **National Transport and Engineering Supplies, Ltd.**, who have service depots in Johannesburg, Durban and Capetown, as sole selling and servicing agents for Simms products in the Union of South Africa.

MOTOR INDUSTRY'S NEWS

What's On

SOCIETY OF MOTOR MANUFACTURERS AND TRADERS

Apr. 19th. — Annual general meeting, 2.30 p.m., S.M.M.T. headquarters, 148, Piccadilly, London, W.1.

INSTITUTE OF MOTOR INDUSTRY

Apr. 5th.—Annual national dinner, 6.30 p.m. for 7 p.m., Dorchester Hotel (Ballroom entrance), Park Lane, London, W.1.

Apr. 11th. — Sussex Region lecture meeting, Brighton Technical College, Brighton. Talk on "Coil Ignition," by a representative of Joseph Lucas, Ltd.

CROYDON CENTRE I.M.I.

Croydon Centre of the Institute of the Motor Industry hold the last of this season's dinner-lectures at 7 p.m. on Monday, April 2nd, at the Aerodrome Hotel, Purley Way, Croydon.

The speaker will be **F. J. Patman**, and three sound films will be shown, viz., "Grand Prix, 1949," "Oil from Kuzistan," and a "Study in Versatility."

Tickets (8s. each) may be obtained from hon. Secretary **E. A. Barnard, M.V.O., M.I.M.I.**, Croydon Centre I.M.I., Green Gables, Green Lane, Purley, Surrey.

CITROEN INCREASE PRICES

Citroen Cars, Ltd., increased the retail prices of all their cars on March 27th. The new prices are:—

Light Fifteen saloon. — With fixed roof **£640**, plus **£178 10s. 7d.** p.-tax, total **£818 10s. 7d.** With sunshine roof **£650**, plus **£181 6s. 2d.** p.-tax, total **£831 6s. 2d.**

Six-cylinder saloon. — With fixed roof **£930**, plus **£259 1s. 8d.** p.-tax, total **£1,189 1s. 8d.** With sunshine roof **£942**, plus **£262 8s. 4d.** p.-tax, total **£1,204 8s. 4d.**

DISMANTLERS' MEETING

Motor Vehicle Dismantlers' Association are holding their half-yearly meeting on Monday next (April 2nd), in the Goat and Compasses, Euston Road, London.

Following the meeting, an address on "Planning as it Affects the Motor Vehicle Dismantler" will be given by **A. N. Ballard, F.R.S.A., F.C.C.S., M.I.P.A.**

REST OF THE NEWS

:: :: **Lighting-up Times (Greenwich): Saturday, March 31st, 7 p.m. Saturday, April 7th, 7.11 p.m.**

:: :: **London Service Week.** — Robert Chidley, Ltd., 658, High Road, Tottenham, London, N.17, are holding a Service Week, in co-operation with the Rootes Group, from April 2nd to 7th.

:: : **£1,000,000 National Savings.**—Employees of Briggs Motor Bodies, Ltd., have reached the £1,000,000 mark in National Savings achieved through their savings groups. The millionth pound Savings Certificate was presented recently to Miss Muriel Dickinson, one of the group's subscribers.

:: :: **Call Up.** — Following negotiations with the Ministry of Transport, the M.A.A. consider it reasonable to believe that, in the event of emergency, the question of the call-up and reservation of motor mechanics will receive the same favourable consideration that it received during the war.

:: :: **Student Successes.** — Out of the seven students at Gravesend Technical College who entered for the National Craftsman's Certificate in 1950, six were successful. Twelve students also sat for the City and Guilds examinations in motor vehicle service mechanic's work, and eight were successful.

:: :: **Ulster I.M.I. Dinner-Dance.**—About 220 members and their guests attended the recent annual dinner-dance of the I.M.I. Ulster Region held in Belfast. In the absence of the Regional Chairman, C. A. Stuart, the chair was taken by their Vice-Chairman, T. C. Richmond.

:: :: **Trade View at Show.**—Holders of traders' season tickets for the Motor Show are to be granted the facility—as an experiment—of admission at 9 a.m. instead of 10 a.m. on the mornings of October 18th and 23rd.

:: :: **Memory Test.**—The car is a 16 h.p. Peugeot of 1903, and it had low-tension magneto ignition. Observe the sprag visible underneath, the smooth tyres, and the number plate. Richard J. Stephens, son of the maker of the Stephens car, is the driver, and it was he who kindly lent us the photograph. He drove thousands of miles in the car, and mentions that he did the journey from Bristol to London in four and a quarter hours in 1903. (See page 1818.)

Dominion Service for you!

Although you (and Dominion) are still waiting for the return of Branded Spirit – here is something available to you *now*. Dominion offer you an immediate service which can help you in all kinds of ways. This service is backed by the full sales and service organisation of the National Benzole Co., Ltd. Why not get in touch now with one of our Depots?

NATIONAL BENZOLE CO LTD

WELLINGTON HOUSE · BUCKINGHAM GATE · S.W.1

AGENTS FOR THE DOMINION MOTOR SPIRIT CO. LTD.

TORTUOUS TALKS on TRADE TOPICS

by "Ihanst"

Illustrated by "Betts"

Eyes to your offices: Nothing new in knock-ups

Bosses who fall short

ADVENT of radio, followed by the policy of guided comment and more or less free discussion, and the broadcasting of ideas (practical and otherwise) should leave the average boss with few illusions as to how horribly short he falls of the ideal employer.

I have seen fond folk gazing at mechanical jacks of all kinds, from four-wheel, pinion, hydraulic to the simple lever. But nobody will ever beat the self-jacking standards of working life. Nobody is ever satisfied, which is good business for millions of people, but a burden on some.

". . . . no delight to their occupants."

Now and again some of these ideas are so practical in nature that one wonders whether the expounder is either "inspired" or has a personal axe to grind. A woman, for instance, was behind a letter recently broadcast in which it was said that many offices were no delight to their occupants. It was suggested, moreover, that the Factory Inspectorate requires new and additional powers, so that an Inspector of Offices is created.

Well, here's something to think about. Do we improve because we want to, and because it is a sign of the times, or do we wait for bad conditions to become the grounds for expanding the Jungle of Legislation? The Factory Acts started even as the thin edge of a wedge, you know.

You can, in the garage world, find every kind of office, beautiful, luxurious, excellent, good, bad, horrible and indifferent. All could be clean, at any rate, and reasonably cheerful, within their limitations. And as you've nothing to spend your money on (applause), why not plough a fair share into the office?

Build-it-yourself car

Doubtless most of you have observed the publicity given to a project for marketing sets of car parts for the would-be car-owner to build for himself. In front of me are Press reports of the Dolphin Runabout.

The part that has shaken me is the inference in a Coventry paper that this is a *new* idea. Sorry to knock the romantic appeal out of any journalist's hands, but the marketing of kits of car parts is almost as old as the industry.

Advertisements of these sets were

SPRING OUTLOOK: CHANGEABLE

There's profit for you in the spring change to

CARBON-DISPERSING MOBILOIL

All over the country Mobiloil advertising is reminding motorists to change to carbon-dispersing Mobiloil this spring. It keeps engines clean, lengthens their useful life, maintains their full power. Here's your chance to cash in on profit-making engine drainage business, and a golden opportunity to give each customer's car a bonnet-to-boot check.

Be sure your stocks are adequate to meet the business that can come your way.

NEW **Mobiloil**

THE MOST MODERN* DETERGENT *MOTOR OIL

VACUUM OIL COMPANY LIMITED, LONDON, S.W.1

Mobiloil

appearing at the beginning of the century, and probably in 1899 if I looked hard. They were not only advertised, but made and sold by known and reputable firms, who continued to exist. This was in America, and at least two firms spring to mind, if not a third.

Then and now

Main difference between the scene in 1899 and in 1951 lies in the fact that nowadays there are far more private motorists about who really understand enough about cars to put one together. Not only put it together, but with every expectation of it working.

If indeed anything was left over, it would be due to an error in the packing department. Just as one sees two or even three portions of salt with one portion of potato crisps.

But imagine the scene in 1900. There must have been some fun for onlookers with those early sets. Even the art of writing clear working instructions for motorists was in its infancy. Perspective drawings, "exploded" views and ghost-like diagrams were almost unknown outside the works.

The fumbling assembler of 1900 reminds me of a scene I saw at the pictures many years ago.

Yes, dead-pan Buster Keaton had a set of parts for a house. Having followed the instructions he went upstairs, opened the door marked boldly "bathroom," and immediately fell into the garden below. Yes, one can visualise gay possibilities with those early sets, though I can lay hands on advertisements incorporating testimonials from self-acclaimed successful builders.

Not many really new *ideas* in the motor world nowadays. What happens is that old ones bob up again in a different background.

For the Garagist's Bookshelf

Unless otherwise stated, the Publishing Department of "The G. and M.A." will be pleased to obtain and forward any book mentioned in these reviews on receiving price where given.

The Book of the Ariel.—This volume in Pitman's Motor-Cyclist's Library has now attained its sixth edition. In the words of its author, W. C. Haycraft, F.R.S.A., its purpose is to assist Ariel owners to obtain maximum m.p.g. and m.p.h. This edition covers fully the maintenance of all 1932-50 single cylinder models and 1932-48 Square Fours. The 1948-50 vertical twins and the redesigned 1949 Square Four engine are mentioned, but are not dealt with in detail. Price of the book is 5s. 3d., and it is published by Sir Isaac Pitman and Sons, Ltd.

Petroleum Law.—Of particular interest to garagists are the laws relating to the storage and transport of petrol. This little book by J. L. Thomas deals not only with the storage—with and without a licence — and the conveyance of petrol, but also of compressed gases and gas cylinders. It is published by the Police Review Publishing Co., Ltd., price 2s. 9d. post free.

Paint Spraying Handbook.—This very useful little book deals with car and industrial spraying with both paint and cellulose. Although written primarily for the amateur and the newcomer to the trade, it is full of sound, practical advice from which others may well benefit. Written by Leonard Brooks, it is published by Leonard Brooks and Co., Ltd., makers of Star cellulose and paints, at 3s. 6d. post free.

Tinplate Handbook.—Published by the Tin Research Institute, Fraser Road, Greenford, Middlesex, from whom copies are available free of charge, this 32-page booklet by W. E. Hoare, B.Sc. (Eng.), F.I.M., A.I.P.E., contains a great deal of information in a very short space, and anyone wishing to acquire further knowledge of the properties and uses of tinplate will find it invaluable.

a hydraulic jack specially designed for cars with a small ground clearance

THE *LONG* AND *SHORT* OF IT MAKES EASY WORK OF A ONE TON LIFT

This entirely new Millennium Jack, Type S.723, with a capacity of 1 ton, incorporates many new features of design and construction. Made to fulfil the requirements of modern cars which have small ground clearances and large tyres, thus needing a jack with a low minimum height and a high lift.

It has a closed height of 5 in., a hydraulic lift of 6 in., and a hand extension of 2½ in., giving a maximum height of 13½ in. These features enable it to deal comfortably with all modern cars having independent suspension.

Model S.723 also incorporates all the well-known "Millennium" features which have made Lake & Elliot Jacks famous for their ease of operation and long service.

JACK SPECIFICATION
TYPE S.723

MINIMUM HEIGHT	5 in.
POWER LIFT	6 in.
HAND EXTENSION	2½ in.
EXTENDED HEIGHT	13½ in.
HANDLE LENGTH	24½ in.
WEIGHT, filled (less Handle)	10 lb.
WEIGHT OF HANDLE	1½ lb.
CAPACITY (in tons of 2,240 lb.)	1 ton

MILLENNIUM
HYDRAULIC AND SCREW JACKS
MIDAS

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LAKE & ELLIOT LTD. BRAINTREE, ESSEX

Motor Trade Commercial Report

COUNTY COURT JUDGMENTS

THE returns given below have been obtained from the Registry of County Court Judgments. **The Register does not differentiate between actions for damages and those for debts, or otherwise show in any case the nature of the dispute which may have made reference to the Court for its decision desirable.** Also, it is not known whether the judgments have been satisfied at this date of publication, but in many instances the amounts may have been settled between disputants and paid. **Further, the persons sued may have been acting for the defendants in representative capacities, and the claims may not have been against them personally; alternatively, the proceedings may have been personal matters unconnected with the businesses whose addresses have been used.**

Avon Motors, 1-3, Avon Rd., Bournemouth. £92 18s. Jan. 18.

Ball Bros. (t.a. Oakdene Garage), Elmswell, Suffolk, garage proprs. £35 6s. 4d. Feb. 16.

Central Garage, Middleton-in-Teesdale, Durham, garage proprs. £17 3s. Feb. 19.

H. Claxton, Main St., Tockwith, York, motor engr. £27 12s. Feb. 20.

Wm. C. D. Cooke, The Garage, Coalpit Heath, Bristol, garage propr. £10 13s. 3d. Jan. 25.

Firth Bros. (Morecambe), Ltd., rear of Tibicar Garage Buildings, Oxcliffe Rd., Morecambe, automobile engrs. £17 4s. 4d. Feb. 22.

Goulders Garage, New Buckenham, Norfolk, motor engrs. £70 0s. 8d. Feb. 22.

Green Garages (Cardiff), Ltd., Beresford Rd. Lane, Cardiff, garage proprs. £19 6s. 6d. Feb. 7.

Hereford Motors (Southend), Ltd., rear of 174, London Rd., Southend-on-Sea, motor engrs. £11 14s. 7d. Feb. 14.

J. E. Hilbert, 78, Sleaford Rd., Newark, motor engr. £15 5s. 5d. Feb. 15.

W. J. Hill, Newbridge Garage, Upper Bristol Rd., Bath, motor engr. £19 2s. 6d. Jan. 23.

E. F. Holden, Maidstone Rd. Garage, Borough Green, Kent, garage propr., etc. £92 11s. 3d. Feb. 5.

G. Holmes, Danum House, Burnham Rd., Epworth, Lincs, motor engr. £85 1s. 2d. Feb. 15.

Lambert & Sons, Sicklesmere Rd., Bradfield St. George, Suffolk, motor engrs. £12 15s. 10d. Feb. 22.

L. C. Munden, c.o. Harris Motors, Taunton Rd., Bridgwater, motor mechanic. £23 9s. 4d. Jan. 17.

C. S. Myers, 43, Kingsway North, Warrington, garage and motor coach propr. £29 14s. 4d. Jan. 25.

F. G. Perry, West End Garage, High St., Weston, Bath, agricultural and motor engr. £10 11s. 5d. Jan. 10.

J. T. Phillips, St. Teara, Chittlehampton, garage propr. £41 1s. 1d. Jan. 26.

Sid Harris & Ted Lewis, 228, Kingsland Rd., E.2, motor cab dlrs. £29 3s. 3d. Feb. 1.

The Central Garage Co., Edgar St., Accrington, garage propr. £28 0s. 6d. Feb. 19.

W. E. Tomlinson, Burgess St. Garage, Grimsby, motor engr. £20 7s. Feb. 14.

Valentine Motors, 103-7, Furley Rd., S.E.15, £10 16s. 2d. Feb. 15.

(concluded on page 1838)

EARL OF MARCH TROPHY
(Formula III)
AT GOODWOOD · EASTER MONDAY

1st. ALF BOTTOMS
Driving a J. B. S.

★ USING GANDY
BRAKE & CLUTCH LININGS
"It's the GRIP that counts!"
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THE MOTOR ACCESSORY DIVISION OF S. SMITH & SONS (ENGLAND) LIMITED

Motor Trade Commercial Report—*Continued*

P. Vass, 101, Ampthill Rd., Flitwick, Beds, motor dlr. £193 6s. 11d. Dec. 20.

H. Watson, 13, Primrose Terrace, Thornaby-on-Tees, motor engr. £19 4s. 7d. Feb. 21.

NEW COMPANIES

G. H. Morgan (South Wales) Motor Traders, Ltd.—Private co., reg. Mar. 8. Cap., £5,000. Directors: G. H. Morgan, R. J. Woodland and D. C. Rowe. Reg. office: Hornby Garage, Pugsley St., Newport, Mon.

Cornwall Car Hire Self Drive Service, Ltd.—Private co., reg. Mar. 8. Cap., £100. To acquire the business carried on by Sydney Samuels as Cornwall Car Hire Self Drive Service at 2, Cornwall Terrace Mews, Baker St., N.W.1. Subscribers: S. Samuels and H. B. Pole. Sec.: J. C. Sheldon. Reg. office: 61a, Bartholomew Close, E.C.1.

H. M. Bentley & Partners, Ltd.—Private co., reg. Mar. 10. Cap., £30,000. To acquire the business of motor dlrs. and agents now carried on by H. M. Bentley & Partners at Sackville House, Sackville St., W.1, and at Grosvenor Crescent Mews, S.W.1. Directors: H. M. Bentley, A. C. B. Bennett and G. May. Solrs.: Druces & Attlee, 82, King William St., E.C.4.

Postcombe Service Station, Ltd.—Private co., reg. Mar. 10. Cap., £1,000. To carry on the business of garage proprs. and motor engrs., etc. Directors: A. L. B. Corson and Winifred M. Corson. Sec.: A. R. F. Rumbelow. Reg. office: Postcombe Service Station, London Rd., Postcombe, Oxon.

Irving Bros. (Ipswich), Ltd.—Private co., reg. Mar. 12. Cap., £1,500. To acquire the business of motor engrs. and garage proprs., carried on by Ronald V. & Leonard G. Irving as Irving Bros. at Ipswich. Directors: R. V. Irving and L. G. Irving. Reg. office: 4, Sedan St., Ipswich.

Wykesley Motors, Ltd.—Private co., reg. Mar. 12. Cap., £1,000. To carry on the business of motor manfrs. and engrs., etc. Directors: J. W. Kearsley and F. Wykes. Sec.: E. W. Tampin. Reg. office: Dorland House, 14, Regent St., S.W.1.

B.M.T.A. Stop List

Following alterations have been made to the British Motor Trade Association Stop List during week ended March 24th, 1951:—

ADDITIONS

County Garage (Propr.: Arthur F. Unitt) 1, St. John's, Warwick.

Exchange & Mart (Propr.: J. J. Ackerley), 645, Knutsford Rd., Latchford, Warrington.

Irvine, Stanley, 1-5, Ava St., Belfast.

Scott, George, 630, Crumlin Rd., Belfast.

DELETIONS

Goodwin, L., 49, Blenheim Rd., Bromley, Kent.

Mansfield Industries, 102, White Hart Lane, Tottenham, N.15.

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"No stronger, lighter or more accurate piston than B.H.B. can be found for engine reconditioning. The high quality and advanced design of B.H.B. pistons assure long life and trouble-free service. Stocks for all popular cars and commercial vehicles are held by distributors throughout the country."

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WELL-EQUIPPED Garage for sale at Newport, Mon, main road, complete with all equipment, or would sell premises only.—Box No. 712. (1x1

GARAGE REPAIRS & ACCESSORIES, East Ham. Extensive freeholds: 2 garages, 2 houses, good and valuable equipment. Sale for domestic reasons. Trade, certified, £20,000 p.a. Freehold, etc., £13,000.—National Business Agency, Ltd., 63/4, Gracechurch St., E.C.2. MAN 4022. (1x1

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UNIVERSAL Ball Bearing Repair and Manufacturing Co., 111/115, Hammersmith Grove, London, W.6. supply, repair and manufacture all types of ball and roller bearings. Established 1907. Speciality, "promptness." Tel.: Riverside 5262/3/4. The "Senior Service" Factors. (2x17

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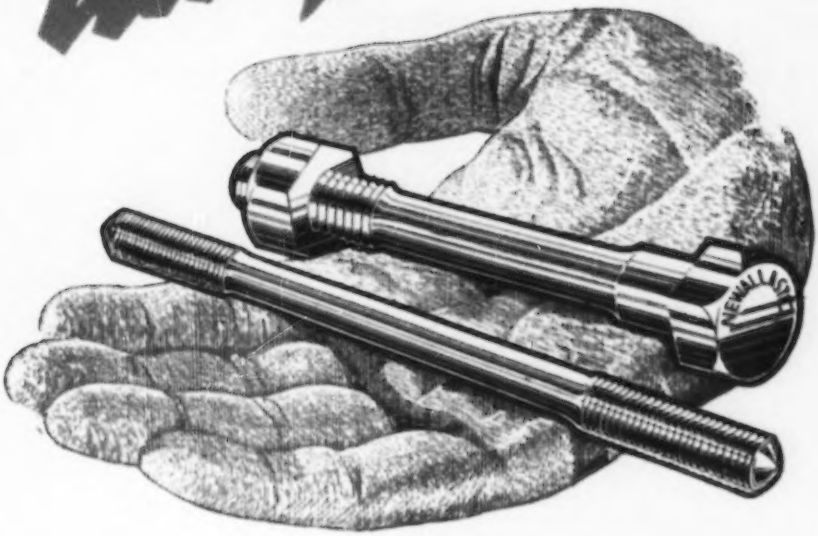

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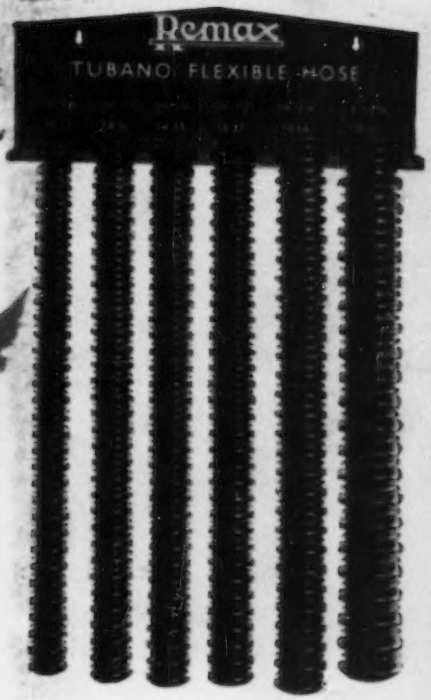

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